

**KAKEHASHI Project: Japan-U.S. Young Creators Exchange
Invitation program Group 2**

**Four young U.S. fashion designers to have a Japanese experience
Talk session with Japanese designers to be held on November 21!**

Starting from fiscal year 2014, the Japan Foundation carries out the Japan-U.S. Young Creators Exchange Program to cover four major areas of *Cool Japan*: fashion, design, anime and art. As the second group of the invitation program, it invites four young fashion designers, who have gained international recognition being a nominee for the Parsons Designer of the Year or the winner of the Alexander McQueen: Savage Beauty competition.



During their seven day stay, the participants will visit Tokyo, a capital of Fashion, and Kyoto, where Japanese traditional culture still strongly exists. By interacting with people in the Japanese fashion industry and their exposure to its techniques and materials handed down over generations or created by cutting-edge technology, they will deepen their understanding of Japan. Also, they will look for possibilities of collaborating with Japanese designers and get inspiration for their future work.

On Friday, November 21, at 7 pm, there will be a talk session (open to public) between the participants and Japanese designers, Yasutoshi Ezumi (Yasutoshi Ezumi), Mayuko Ban (BANSAN) and Takuya Morikawa (TaaKK), who visited the U.S. through the KAKEHASHI Project in April 2014. For more information or to attend the session, please contact us as shown below.

<Duration of Stay> Saturday, November 15 – Saturday, November 22

<Destination> Tokyo, Kyoto

<Participants> The participants have been chosen by recommendation of Simon Collins, Dean of Fashion, Parsons The New School of Design and other experts in the U.S. fashion industry



Joseph Singh

Joseph Singh's designs feature minimal color contrasts and schemes. He designs his clothing for the modern, confident, and empowered woman who possesses a subtle edge. He was a finalist for 2013's Made for Peroni Young Designers Awards. His culminating experience and finale to his time at Parsons was when he was honored as a nominee for the Parsons Designer of the Year in Womenswear and was a featured profile on Style.com.



Lisa Mayock

Lisa Mayock launched Vena Cava with partner Sophie Buhai in 2003. Vena Cava can be found over 120 doors internationally, including Barney's, Bergdorf Goodman, Opening Ceremony, Isetan. Vena Cava won the Ecco Domani Award in 2005, and Vogue CFDA Fashion Fund in 2008. Vena Cava collaborated with notable industry brands such as Uniqlo, and Gap. In 2012, Vena Cava partnered with globally renowned fashion leader Li and Fung to launch Viva Vena, its lower priced sister line.



Paula Cheng

Paula Cheng specialized in research-based designs, deconstructive knitwear and complex free-form draping. During her MA program, she won the Alexander McQueen: Savage Beauty competition and Lanificio dell'Olivo, an Italian luxury yarn company, provided exclusive sponsorship for her final MFA graduate collection. She has worked with leading companies in knitwear design such as Donna Karan Collection within LVMH, Natalia Brilli in Paris and others.



Jonathan Cohen

Jonathan Cohen creates easy, wearable day to evening clothing to appeal to any type of woman. With an expertise in design and pattern making, learned from his studies at Parsons School of Design, refined in the studios of Doo.Ri Chung and Ashleigh Verrier where he apprenticed, he consistently applies a knowledge of high quality fabrics and superb fit, to create womenswear collections under his eponymous label. The Jonathan Cohen collection was founded in 2011 in New York City.

*This program is a part of the KAKEHASHI Project -The Bridge for Tomorrow- within the Youth Exchange Program with North America promoted by the Ministry of Foreign Affairs of Japan (MOFA). <http://www.jpff.go.jp/e/intel/youth/index.html>

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