

In the 20th Century, we have continued a pattern of mass production and over consumption to fuel economic growth and create more convenient life styles. But we have paid a heavy price for this in environmental destruction, and in a lessening of our awareness of the world around us.

The 21st Century... To create a society more in harmony with nature what each of us does and thinks now is crucial. Fashion is always said to "reflect people's hearts and the spirit of the times", and so, making use of the latest and most advanced technology, we have created Fashion designs which reflect the beauty of nature. From Nagano, a message about the sustainable and environmentally friendly society of the 21st Century!



Materials

Introducing the World's First Biodegradable Fabrics. Made from Vegetable Starch.

More than anything else, polyester and nylon are the fabrics which represent the 20th Century, and more than half of our clothing is now made from these petroleum based fibers. In keeping with our goal for a 21st Century society that is more in harmony with nature, however, we are very particular about the fabrics we use. In our show, we make exclusive use of new biodegradable fabrics, recycled fabrics and fabrics made from all natural sources.

●Biodegradable Fabrics.

Made from lactic acid derived from vegetable sources such as corn starch, these fabrics contain absolutely no petochemicals can easily break them down, after they are thrown away.



Design

The Beauty of Nature Colourfully Expressed!

Nagano, with its natural beauty throughout the four seasons, is said to the "home town of Japan". Using the beautiful nature of the arca, its water, wind, trees and flowers, as the sources for our designs, we have created a line of natural and human fashions.

●Recycled Fabrics

Recycled wool, recycled cotton, recycled silk. Rather than just waste these valuable natural fibers by throwing them after they have been used once, old clothes and pieces of cloth are remade into like-new fabrics. In this way, we are able to use our precious resources more effectively.

- There is no parking at the Awards Ceremony Site. Please use any of the nearby parking in the area.
- The show will commence at 7:00pm at the close of the Olympic medal presentation ceremony. You are advised to dress warmly as the show will be held outdoors.

長野オリンピックのテーマ「環境」を Fashion for the Earth ファッションの分野から表現

20世紀 大量消費社会から
21世紀 循環社会へ

私たちが生きてきたこの地球は、常に自然環境を維持し、経済発展、生活水準の向上、大衆生活・大衆消費を続けてきました。しかしその結果、資源枯渇や人間廃棄物の増加による環境汚染と多くの問題を生み出してしまっています。21世紀... 自然と共存する社会を築くためにも、私たちがとりとりの生活態度を改めることが何より重要だと気づいた。特に「人の心や精神を反映」してきたファッション分野から、私たちが自然環境を維持し、かわる自然環境の美しさをデザインに表わす。21世紀循環社会へ。メッセ1号館にてNAGANOより開催いたします。

世界初! デンプンから作られる生分解性繊維 fabric material

自然の美しさを色鮮やかに表現 Design 表現

Total Production & Design

Masako Oka

Ms. Oka is currently the head of the Oka Gakuen Nagano Fashion College, and is a wellknown fashion designer and creator and color analyst. She is noted for having, in 1994, organized a fashion show at the Sun Marine Nagano waste incineration facility, for the purpose of highlighting recycled fashion and to raise environmental awareness. More recently, she has produced an "Age Free Fashion Show" and other events. Ms. Oka has won numerous awards in fashion and design competitions throughout Japan.

1998

From "Fashion for the earth" Nagano Olimpic 1998, Nagano, Japan

ファッション フォーザース 1998年長野冬季オリンピック/日本

