

MODESTY

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LEADING-EDGE
LEATHER
DESIGNER
**CHAKO
SETOYAMA**

THE GROWING
CASE AGAINST
GLOBALIZATION

2001年全
球
的經濟狀
況
財經界風雲



優雅

雜誌

LEADING-EDGE LEATHER DESIGNER

CHAKO SETOYAMA

TO TAKE HER CURRENT COLLECTION TO THE

WESTIN HARBOUR CASTLE RUNWAY APRIL 18

Annual unveiling of the exclusive CHAKO for JME Collection will allow limited public access for the first time.

(Toronto) – The international fashion industry is in agreement that for 2001, leather is the year's favorite luxury fabric, but for Hisako "Chako" Setoyama, who has been taking the use of leather to new fashion heights with the introduction of each new CHAKO for JME Collection, leather has always been the only way to achieve the ultimate in design excellence.

When the latest CHAKO for JME line is shown at the Westin Harbour Castle on

CHAKO's leather designs take this durable fabric far beyond the outer-wear realm with the use of silky-smooth leathers that are feathery light, artfully sculpted, boldly colored, and delicately patterned in a unique line of women's, men's, and even children's garments for all seasons.

Although CHAKO has long been regarded by industry-insiders as one of the leading designers of leather fashions in North America, CHAKO for JME fashions have previously been shown by appointment only, and her annual runway show open only to invited guests.

For the first time this year, a limited number of tickets will be available for purchase by the general public at the modest price of \$10 each, including tax. The 2001 CHAKO for JME fashion gala will take place in the elegant Frontenac Ballroom at The Westin Harbour Castle Hotel in Toronto on Wednesday, April 18, 2001, beginning at 7:00 p.m. Tickets may be reserved by telephone at (416) 341-9938.

Her knowledge and expertise of Japanese culture is the result of dedicated study of No-dance, flower arranging, tea ceremonies, and designing all cultivated during her education at Ikeno-bo University in Kyoto, Japan. After coming to Canada, she joined James Moto Enterprises Inc. in 1985, bringing her entrepreneurial skills and her designing vision to the successful association that gave birth to the CHAKO for JME label.

In 1995, Tokyo's "Executive Magazine" recognized CHAKO as "the most active working business woman outside Japan". Although living and working in Toronto, she remains a sought-after motivational speaker at high schools in Suzuka, Mie-prefecture, Japan



Wednesday, April 18th, showgoers will be treated to an up-close-and-personal look at leather at its loveliest. Combining the world's latest textile production innovations with her tasteful touch and daring creative concepts,

where she received her own early schooling.

The designer's name, CHAKO, is abbreviated from "Hisako" which means "forever" in Japanese, an appropriate association with the memorable fashions in the timeless CHAKO for JME Collection.

The CHAKO for JME line revolutionizes the use of leather. This is a collection that incorporates leather treatments the designer discovers during her year-round travels to the garment capitals of the world, lovingly integrated into a soft and supple line of luxurious garments ranging from casual washable shirts to stunning evening gowns. Lacey "see-through" leather, "knit" leather designs, light-as-air leather combined with 100-year-old Japanese kimono elements for unparalleled elegance in evening wear, tanned animal hides and reptile skins carefully crafted

into the most sophisticated of fashions, combine to comprise the 2001 CHAKO for JME Collection.

CHAKO pours her extensive knowledge and love of Japanese culture into every garment, each one a reflection of her remarkable appreciation for all things beautiful.

Defining her design philosophy, she says, "With my choices of quiet colors and intricate patterns, I strive to convey a subtle strength, greatly influenced by my personal belief in a traditional Japanese proverb which emphasizes that 'modesty enhances beauty'."

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CHAKO SETOYAMA

皮製時裝設計領導潮流 四月十八湖濱酒店亮采作展

國際時裝界咸認為公元二零零一年高檔次的時裝潮流輪到皮質時款衣服攀越高峰，新的Chako for JME系列成為此中之極品。

最近Chako for JME系列於四月十八日假湖濱酒店舉行的時裝大展，配以世界最新流行的紡織設計概念，揉合Chako那種時代感特別強烈敢於嘗試的前衛式底潮流。那些如絲質柔軟綿綿的質感呈現無遺。

Chako被國內人目為全北美洲最具領導地位的皮製時裝的設計家，她的展覽會只開放給受邀嘉賓。

由於熱愛日本文化，她所設計的時裝自然地滲入她日本傳統與現代思維兩種元素的揉合，達成一種異乎平常的優雅美感。對她個人風格她表示愛用靜色及細緻的圖案花紋，努力於表現沉穩的精神力量如日本人所謂：「平凡中顯示超絕」，或謂「德行襯托出美麗」。

Chako在傳統日本文化中是有真知卓見的，舉凡舞蹈、插花藝術、茶道等她都精通。1985年她移民加拿大並加入James Moto Enterprises Inc.以其設計才能及管理概念帶進該公司並催生了Chako for JME的系列時裝。