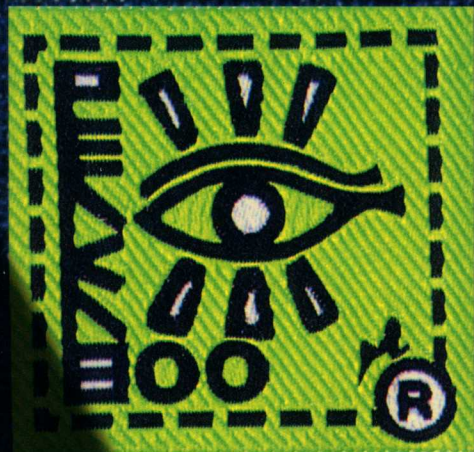




Hysterics

Long-awaited volume 2 features a collection of top brands from around the world. 1500 rigorously-selected samples are shown, representing 400 brands. The much-anticipated release of volume 2 in our popular "Labels and Tags Collection" series has arrived! This series, which has been greeted so enthusiastically from the beginning, continues on to new heights with the release of this edition. Browse through 1500 examples of fine design representing 400 brands—each one carefully selected from a field of more than 5000 entries. We have included work from celebrated designers of top brands from France, Italy, the USA, Japan and around the world to create a truly international collection. "Labels and Tags Volume 2" will surpass your expectations.



C'EST
COMMEÇA

ラベル & タグ コレクション **2**

世界のファッションブランドから
個性的な1500点をアイテム別に紹介!

Labels & Tags Collection **2**

An international collection of
great Label & Tag designs

Labels & Tags Collection 2

An international collection of great Label & Tag designs

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This book was previously published in a popular hardcover edition entitled "Labels & Tags 2".

References to the title in the foreword of hence reflect the original title.

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はじめに

私達が興味を抱いているグラフィックスのひとつに、小さなスペースにデザインを集約させた、洋服のラベルやタグがあります。前回出版した「LABELS & TAGS Vol.1」は大変好評をいただきましたが、今回はサブタイトルが示すように、インターナショナルな視野でもう一度ラベルやタグをとらえてみたいという想いから、フランス、イタリア、アメリカ、日本……etc とファッション産業の盛んな国々から 5000 点を越える作品をコレクションしました。これらの国々の作品を並べてみると、おしゃれなイラストと明るい色づかひのフランス、伝統の中にも新しさを感じさせるイタリア、実用性やライフスタイルを表現するアメリカ、シンプルな形とシックな色の日本……etc と不思議にお国柄のようなものが表現されているのに気づきます。一方、世界をターゲットにしているデザイナーズブランドにはシンプルな作品が多く、逆にブランドの自信とプライドを表現していて、一種の「CI」とも言える効果を生み出しているようです。これはラベルやタグの大きな役割のひとつかもしれません。今回集まった作品の中で、際立ったもうひとつの特長といえるのが、ジーンズブランドの新鮮さでした。ジーンズの持つ自由で奔放なイメージが表現されているのに加え、ベーシックな商品を店頭でより効果的に目立たせるために、様々な工夫がされているのです。セクシーな女性の写真や、サイケデリックなイラストがプリントされたフラッシュャー。金属やプラスチックなど素材に凝ったタグなど、その自由で冒険的なデザインは、多くのクリエイターの方々に、きっと刺激をもたらすはずです。

売り場で人々を誘惑するきらびやかな服の中で、一見どうでもいいかのようについているラベル&タグ。しかし、ひとたびそのデザインに注目すれば、その構図は、あっという間に逆転してしまいます。この小さなグラフィックスの中には、ブランドのテイストやコンセプトを伝えることはもちろん、デザイナー達の新しいものを創作する冒険心や、ブランドの「CI」を担う責任感、無意識のうちの国民性までもが、デザインテクニックとともに凝縮されているようです。変化を続けるファッショントレンドの中で、控えめに、しかし確実に対応しながら主張を続けているラベル&タグ。これを機会に、是非この小さなグラフィックスの奥の深さに注目してください。

最後に、この本のために快く作品や服を提供してくれた方々に、心よりお礼を申し上げます。

FOREWORD

One area of graphic design that has proved surprisingly fascinating is the mini-world of clothing labels and tags which constitute an assemblage of design in one tiny space. Our previous publication entitled "Labels & Tags Vol. 1" received a very favorable response. This time, as the sub-title indicates, over 5,000 items have been collected from countries with thriving fashion industries, including France, Italy, the United States, and Japan.

This new volume focuses once more on labels and tags but from an international point of view. For instance, French items feature label and tag designs with fancy tastes and bright colors, Italian items depict something new added to traditional styles, American items reveal practicality and the unabashed American lifestyle, while Japanese items have an understated simplicity and chic color scheme, etc. By comparing the label and tag designs from these countries, it frequently is possible to notice national characteristics of the countries of origin. Interestingly, many designer items with worldwide appeal have unpretentious labels and tags -with a design simplicity that reveals confidence and pride in their name brands. Labels and tags also often project the so-called "CI" effect. In fact, this may be one of the major roles of these tiny displays of graphic and marketing talent.

One design characteristic that particularly stands out in this extensive collection is the originality shown in jean brands. Jeans, of course, project an image of a free-and-easy lifestyle, but not only do the labels and tags show that image, they are designed to differentiate these basic items of apparel to grab the shopper's attention. You'll see that jeans tags and labels vary widely and wildly, featuring pictures of sexy models and flashy graphics with psychedelic illustrations, and are often constructed from metal and plastic, etc. These exciting and adventurous designs are bound to stimulate the imaginations of many creators.

So, welcome to this mini-world of design that has been overlooked by most. Dazzling, tempting clothes may carry labels and tags that at first seem to be nothing worth noticing. But once you pay closer attention they instantly become something wonderfully absorbing. These tiny graphics not only convey a brand's appeal and the underlying design concept, but they also reveal the designers' adventurous spirit as he or she strives to create new things. They also reveal as well the responsibilities of the companies to live up to their brands' "CI," and even subconsciously present national characteristics along with the overlying design techniques.

We invite you to enjoy this opportunity to observe the profoundness of these small graphics. Labels and tags - they speak up quietly but unquestionably follow the changing fashion trends as they create a hidden world of design of their own.

Finally, we would like to express our heartfelt thanks to those who readily supplied items and clothes for this book.

P·I·E BOOKS

EDITORIAL NOTES

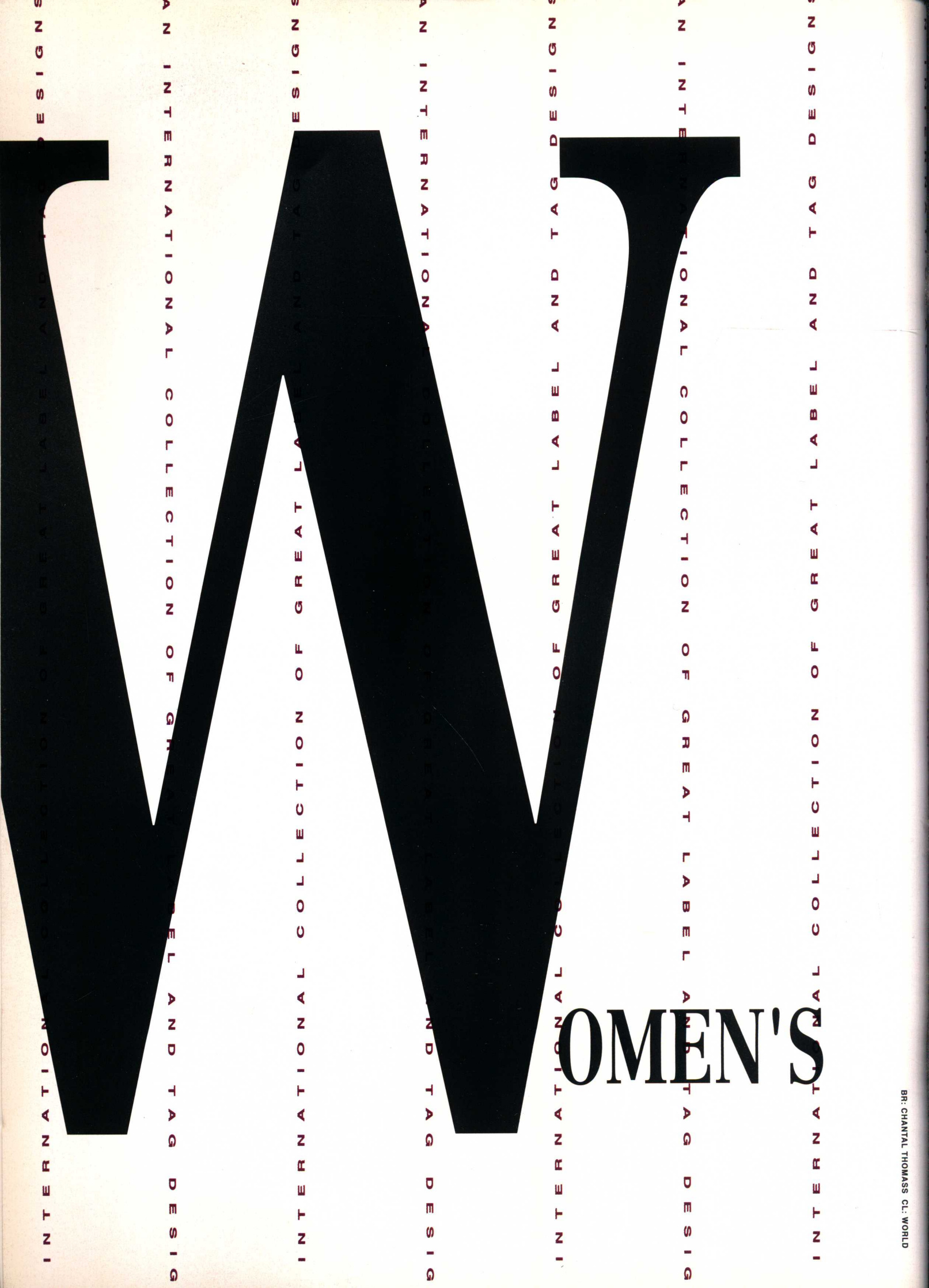
BR: BRAND NAME

CL: CLIENT NAME

本文クレジット中、会社名については、
株式会社、有限会社、**Company Limited**、
Incorporated 等の表記を省略しました。

The words "Company Limited"
and "Incorporated"
have been omitted from the credits
in this book.

LABELS AND TAGS
VOLUME 2



OMEN'S



Chantal Thomass
PARIS

38

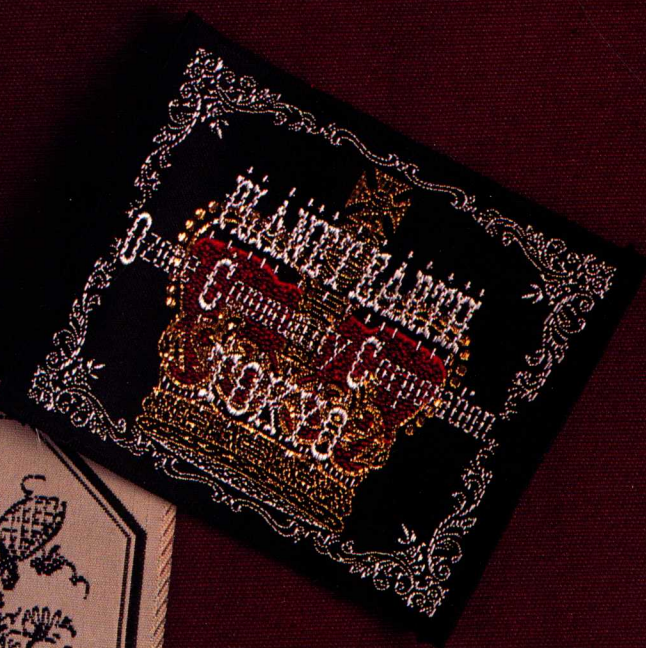


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