

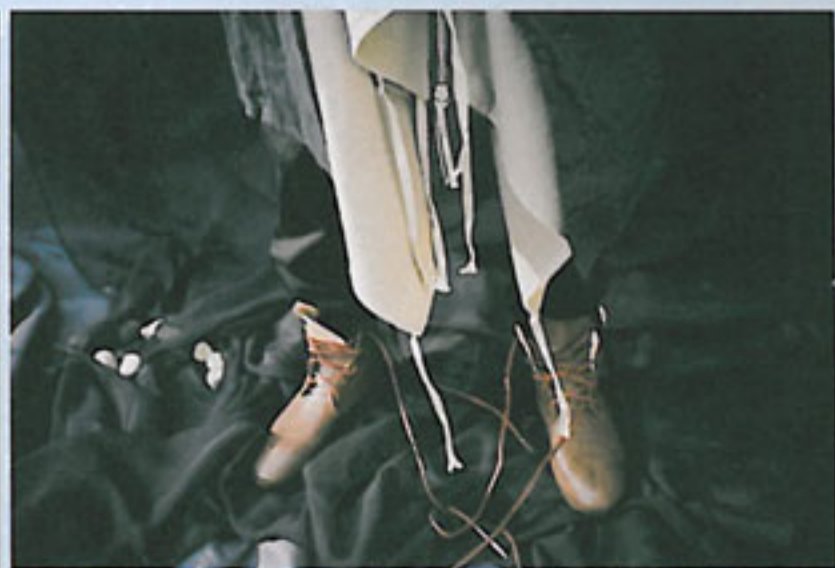


damir doma

INTERVIEW WITH Damir Doma

弱冠28歳ながら、世界のメンズファッションを引率する位置まで登り詰めた、クロアチア人ファッションデザイナー、Damir Doma。Dirk SchönbergerやRaf Simonsのもとでアシスタントとして働き、2006年に自身のブランド「Damir Doma」を立ち上げて以来、快進撃を続けている。2010年1月のパリコレ・メンズショーの準備で忙しいなか、彼のブランドや今後の動きなどについてのインタビュー。

interview & text: Editorial staff translation: Taka Cooper special thanks: oki-ni.com





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Damir Doma's showroom in Paris, Photographer: Ben Benoliel



“QUOTATION”
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n°6
quarterly
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1. Please introduce yourself.

I was born in Croatia in 1981. I grew up in the South of Germany, where i went to high school and also studied fashion. In 2004 I moved to Antwerp and worked for Dirk Schönberger and Raf Simons. I established my own collection in 2006.

2. What got you into fashion?

Basically I was always surrounded by fashion as my mother is a designer herself. My sister and I started in very early years to work with her materials and create our own stuff. That's how she ended up being a jewelry designer and me a fashion designer, so it's actually a very natural development.

3. How did you get your own label started?

After i worked as an assistant designer for 2 years, I knew that I had to start my own label! I felt such a strong desire, and had such a clear vision. I created a little collection of 30 styles, and started to look for a business partner as I was aware that I wouldn't be able to manage everything by myself. I wanted to do it on a high level from the beginning.

4. Before launching your own brand, you worked for Dirk Schönberger and Raf Simons. What did you learn from them?

I really learned how important it is to have a clear vision of your creation, and especially, you need to have a business vision too. It's important to know where you want to go, and it's super important to be focused. I guess Raf was a fantastic mentor.

5. Your collections are very strong, fluid, and complex, consisting of layered and draped silhouettes, and seem sort of inspired by Japanese aesthetics. Would you agree?

I respect the way the Japanese approach clothes. I have a very similar philosophy when it comes to garments but I have to say that I'm not directly influenced by Japanese culture. I found my own access to this look.

6. How do you get inspirations for your collection each season?

I'm always very inspired by arts and nature. I also like to think about clothes from a philosophical perspective. It has to be more than a garment. I'm trying to give it a piece of my soul, which is sometimes quite

painful. The creative process can be quite hard sometimes.

7. Please explain to us about your latest collection (S/S 2010), which you showed at Le Palais de Tokyo in Paris?

The whole collection was based on the dialogue between body and soul. The starting point was the human anatomy. It was crucial to create a collection that gives you the freedom to move, which also stands for spiritual freedom. It's the first time I used such a strong colour in the collection - blood red. The red symbolizes the energy of this collection. Imagine blood rushing through your veins.

8. I heard that you are going to launch your womenswear line in 2010, what made you decide to do that?

I had the idea of creating my own aesthetical universe from the very beginning. I always wanted to do both men's and women's, and I have a very strong women's following. We all felt that it is so natural to start the women's line at this point.

9. You collaborated with oki-ni, and launched your archive feature on their site in 2009, where you present key items from your archive collections. How did that happen?

Our collaboration with oki-ni was quite close from the very beginning. I wouldn't have done an archive shoot with someone else, I guess. I know that John Skelton, creative director at oki-ni, really understands my work, and I felt quite safe giving him my archive for the shoot.

10. You are now one of the most successful and avant-garde fashion designers. Are there any other young fashion designers that you think are great?

Honestly, I don't know. I'm trying to be as focused as possible, and I'm trying to avoid looking left and right! I'm quite aware of our competitors, Raf, Ann, Rick, etc. But I don't know much about the young upcoming designers.

11. Do you do anything else other than your label, Damir Doma?

Apart from Damir Doma, there is Silent, which my new line, and there is still COTEetCIEL, which is a bag line. I'm also doing some consulting for big industrial companies.

12. What are you working on now?

At the moment I'm just finishing my mens AW 2010/2011 collection and I started to work on the women's collection, which is super exciting! To create a women's collection is such a different process for me and my perspective on the women's body is so different. There is a sexual aspect in the creative process.

13. What's your future plan?

There is so much going on at the moment. As I mentioned already, the women's collection and its show will be a very important milestone in my career, and super important for the future development. I'm really focusing on the next two collections as I feel that 2010 will be crucial for me!

14. Lastly, if you could choose another completely different occupation, what would you like to do?

Sometimes when I have loads of work on my table, I'd wish I would be a gardener. I'd love to work outside in the green!



Damir Doma's store in Paris, Courtesy of Totem (Paris)

DAMIR DOMA



Photographer: Sybille Walter

1981年クロアチア生まれ。ドイツで育ち、ミュンヘンとベルリンでファッションを学ぶ。アントワープに移住後、Dirk SchönbergerとRaf Simonsのアシスタント・デザイナーとして働き、2006年に「Damir Doma」を立ち上げる。現在、若手のなかでもっとも成功しているアヴァンギャルドなデザイナーとして知られている。

Born in 1981 in Croatia. Damir Doma grew up in Germany, and studied fashion in Munich and Berlin. After moving to Antwerp, the young designer worked for Dirk Schönberger and Raf Simons. In 2006 he launched his own label, Damir Doma. He's now regarded as one of the most successful and avant-garde fashion designers among young ones.