

# HaaT's 15th Anniversary

Please join us for a beautiful celebration.

tribeca ISSEY MIYAKE is honored to host  
HaaT's Creative Director/ Textile Designer

## Makiko Minagawa

Come meet the designer, explore the innovations behind the textiles, browse through special, anniversary edition pieces, and see what the future holds.

**November 7, 2014 - 7 to 9 pm**

tribecaISSEYMIYAKE

119 Hudson St, New York, NY (@ N. Moore)

**RSVP required: [rsvp\\_info@tribecaisseymiyake.com](mailto:rsvp_info@tribecaisseymiyake.com)**

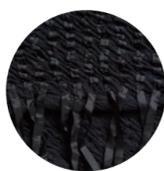
## TEXTILES OF SPECIAL ANNIVERSARY EDITION



This series achieves a variety of expressions through knitting only one of the layers of a double-knit wool fabric, with water-soluble thread.



Structured knit fabric knitted along side out of spark nylon yarn, forms a circle when put down.



High-twist, two-fold yarn and cotton double gauze knit are combined, adding nylon ribbon to the surface making a fringe effect.



A felted pattern is producing on parts of large-sized gradation grid, producing a relief pattern, which combined with the felt, creates a wave-like swell.



HaaT is a fashion brand “conceived from textile,” launched in 2000 by textile designer Makiko Minagawa and the HaaT planning team.

### The beginning

When she visited India for the first time in 1983, Minagawa was awestruck by the refined techniques of craftsmen, detailed handwork, and protection measures enforced by the Indian government. Japan, at that time, was in the midst of a high economic growth period, with industrialization of mass production progressing. Production areas throughout Japan were busy at work, and Minagawa experienced no difficulties creating all sorts of materials. She also handled synthetic fibers and found joy in creating items through mass production. Still, she did not want to forget the beauty and appeal of natural materials.

At around 2000, when it was becoming increasingly difficult to make materials by hand in Japan, Minagawa felt that she could create textiles where one could feel the warmth of the creator's hands, even with machine weaving, by making ingenious changes to techniques and processes. But how was this possible? Minagawa hoped to create clothing mostly from natural materials by making one trial product after another at factories and searching for raw materials, whilst collaborating with craftsmen who have rare traditional skills. HaaT was born.



### Threefold of HaaT

The brand name HaaT has three meanings.

First is the “HeaRT” line of made-in-Japan items, and second is the “HaaTH” (a Hindi word for “hand”) line in which Indian craftsmanship is passed on to modern times. The third is the combination of the two in “HaaT” (“village market” in Hindi).

The brand continues to deliver high-quality textiles developed in Japan, and carries on Indian-style craftsmanship as well.

### Dialogue with Nature

HaaT, signifying “village market” in Hindu, is an intersection where the future meets tradition, and where East meets West.

This delicate and gentle gaze overcomes borders, and focuses on climate, nature, and especially the culture of handwork from regions around the world.

The clear, crisp wind of the north and the image of the snow dancing in the sky are lightly expressed in clothing. The overflowing colors of small flower buds and petals, along with the twigs gathered by birds for nesting, become a source of inspiration. So too do trees growing luxuriously in a richly shaded deep forest, grasses along a fantastical waterside, as well as rising bubbles. At the same time, bold stripes that the nomads wear, as well as dots, borders, and the like seen in Mesopotamian villages, are mixed with Japanese technology to be reborn as lively textiles.

### Creative Director, Makiko Minagawa

Involved in creating materials for ISSEY MIYAKE at Miyake Design Studio since 1971, Minagawa has paved the way for textile design in clothing. She founded HaaT in 2000, bringing forth the rare concept in fashion brands of “cherishing materials and putting an uncompromising emphasis on the quality of materials.” She begins by making materials, and keeps her designs simple so as to make the most of the finished materials. The expressive textiles in which one can feel the warmth of HaaT have mesmerized many people and, at the same time, had a great impact on fashion and textiles.