

BLESS | ``Boredom", which is imbued with identity, creates a condensed time, and the ``device" that allows us to sensitively detect the fragments of everyday life invites intimacy.



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It is generally said that we are creatures that try to identify with something. Countries and cities are perhaps the best examples of the ``imagined community" that American politician Benedict Anderson preached. A long time ago, there was a time when Japan faced the West and had to rebuild its own community. So, what would happen if identification did not work and people disliked the community? Perhaps people need something else to identify with. This is because without identification, a person loses the ability to desire and as a result falls into a state of apathy. Such a daily life can be gray, boring, inert, and depressing. The object of identification is primarily in the symbolic order. If we apply this to the world of fashion, it leads to the reason why we cannot say with certainty that runway shows are truly interesting. The creators try to identify themselves with a certain kind of symbolic order called the show format, but they are grouped with ambiguous words such as Kintaro-ame-style shows, ``current," ``fashion," and ``current." It is also true that it is widespread. It is said that a lack of identity is one

of the characteristics of states such as boredom and laziness, but is it really okay to simply nod your head?

In creation, the "mechanisms" that appear and disappear come into contact with our eyes as containers, like treasure chests, filled with the creator's tastes, ideas, and thoughts. For example, the fantastical world created by Martin Margiela. It is no exaggeration to say that, although it is incredibly ordinary, there are proposals to reverse it so clearly that you can't believe your eyes. Of course, a playful element is essential to a "gimmick", but if the creator's intentions are easily leaked or the playfulness reveals shallowness, then once you experience it, you won't want to do it again.



BLESS: Celebrating 25 Years of Stress with BLESS N°42–N°74. From Day 1

"Breath" is a design team founded by Desiree Heiss (born 1971, born in Freiburg, Germany, Austrian nationality, lives in France) and Ines Kaag (born 1970, born in Doyle Fürth, German nationality, lives in Berlin). We started our activities in Berlin, Germany, and currently have two bases, one in Paris. Although both Desiree and Ines attended different universities, they studied fashion at the same time and met while attending school in 1993 and hit it off. Formed "Breath" in 1995. In the fall of 1996, his debut work

``no00 Fur Wig" caught Martin Margiela's attention through advertisements purchased from magazines such as ``iD," ``Self Service," and ``Purple Fashion." Accessories were used in the show, and the brand quickly became famous. However, as if refusing to be a pioneer in setting seasonal styles and trends, she releases new products multiple times a year, not only in clothing, but also in accessories, interior design, and more. A ``gimmick" can be seen in the creation of ``Breath".

To draw a line with the flow of time. It seems that this has led to a revitalized retrospective look at their own work. For example, unlike the recent archive boom, you can see the process by which works are being preserved on the website. Their debut collection, mentioned above, is still published there, and whether or not they intended it to be, it seems to be throwing a new light into the way the media is filled with only new information.

Yes, the word "way of being" is appropriate. In 2006, BLESS released the book BLESS BOOK to commemorate their 10th anniversary. To commemorate the launch, an event was held at the Bag de Zucca Minami Aoyama store. It seems that he and Zucca had become close friends both in public and private life after they used Breath's work in Zucca's show in the past. In 2013, he released his second book, ``BLESS BOOK." The title is "BLESS: Retroperspective Home No.30-No.41". As the title suggests, their reminiscence is not simply a matter of loving the past and immersing yourself in memories, but rather depicting traces with an exquisite balance of ambiguity and clarity.

For the first time in 10 years, ``BLESS BOOK" changed its own time.



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"BLESS BOOK" published for the first time in 10 years. To commemorate this, the event "BLESS: Celebrating 25 Years of Stress with BLESS N°42-N°74." was held for three days from October 28th to 30th. Although there may have been a closed event based on the brand's stance, the last recorded event in Japan was in November 2019. "no room" is the third site-specific series of "Dance New Air", an international dance festival held mainly in the Aoyama area of Tokyo once every two years. The setting was the former Noguchi Room, located on Keio University's Mita Campus and designed by architect Yoshiro Taniguchi and American artist Isamu Noguchi. "Breath" is in charge of the composition, direction, and stage decoration of this performance. This is the first event since the exhibition and sales event was held at "Cibone", including the representative work "Cable jewelry" produced exclusively for this exhibition.

Approximately 100 people attended, including press, buyers, and people related to Breath. The time, location, and content were announced just in advance, and the first day, October 28th, was a walking event from Ueno Park to Komiyama Shoten, where "BLESS BOOK" would be sold in advance.

This walking event was also held in Berlin, Germany, on August 25, 2022, to celebrate the 25th anniversary. From Bless Home Berlin to Kunstwerke Art Center. Along the way, they had a great time, including a band session and enjoying the ``Saunarider," a product that features the interior of a Mercedes-Benz converted into a sauna, which is also pictured on the cover of this ``BLESS BOOK." It must have been meaningful to project that time in Japan.









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10am. As we headed to the meeting place, the strange sight of a group of people wearing the dress code of ``breath" naturally caught the attention of people walking in the park, tourists, and people looking to open a store. I thought Desiree and Ines, who haven't shown their faces, wouldn't make a declaration and start the event, but I thought the people involved would take the lead, but that's not the case. Before I knew it, the walk had begun. The participants didn't seem to care about the designers, and the home team didn't particularly care about us.

The route that probably takes 20 to 30 minutes takes a detour such as the Ueno Onshi Park Boat Dock, Yushima/Zemori-zaka, Beckerei Thüringerwald, a German bread meister shop in Suehiro-cho, Kanda Myojin Shrine, and Amanoya, famous for sweet sake. Go to your destination repeatedly. I expected this to be a restaurant that the home team would want to go to, but the look on their faces as they enjoyed the food gave me the impression that they were more familiar with it than we were.

An ordinary day. A “gimmick” that there is no “gimmick”.

Their creative world exists in a realm where most concepts such as legitimacy and avant-garde cannot be established. It's happening in our daily life. They don't really have a story to tell (they basically didn't accept interviews at this event), and it feels like they're kind of stupid. At first glance, it may seem boring, but surprisingly, the three-hour walk passed by in the blink of an eye. Was that time really "boring"?

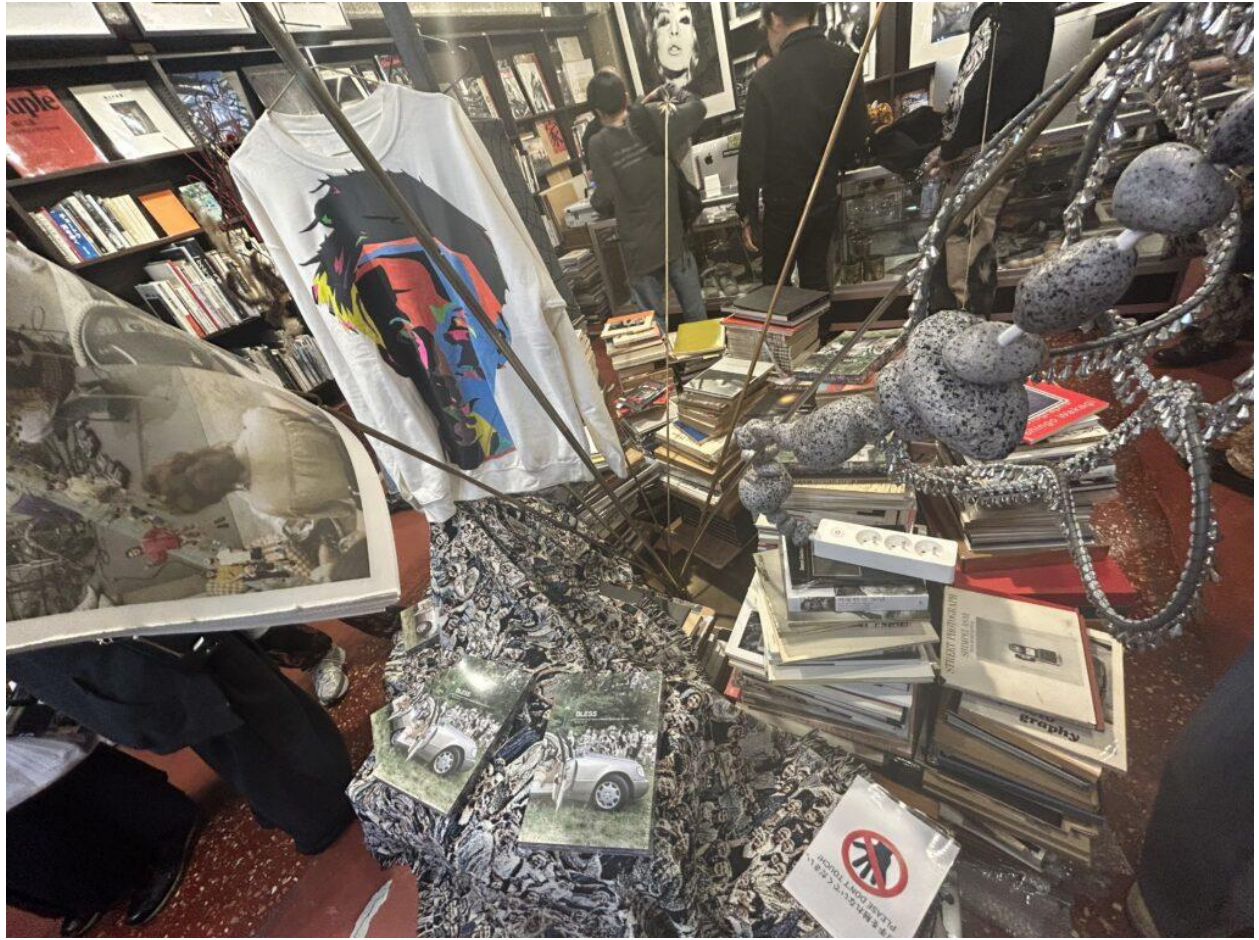






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If we look at them from a different perspective, they may appear to be far removed from the times and world, but in reality they are in a much different position, standing on the sidelines of the times, with the gaze and attitude of observers. It may be that you have an innate critical spirit, and if you exaggerate a little, you may get some offense, but you may have no choice but to prepare for it. As I was thinking about this, two people who looked like they were related to me were looking at me and talking happily, so when I spoke to them, they turned out to be people related to ``Breath".





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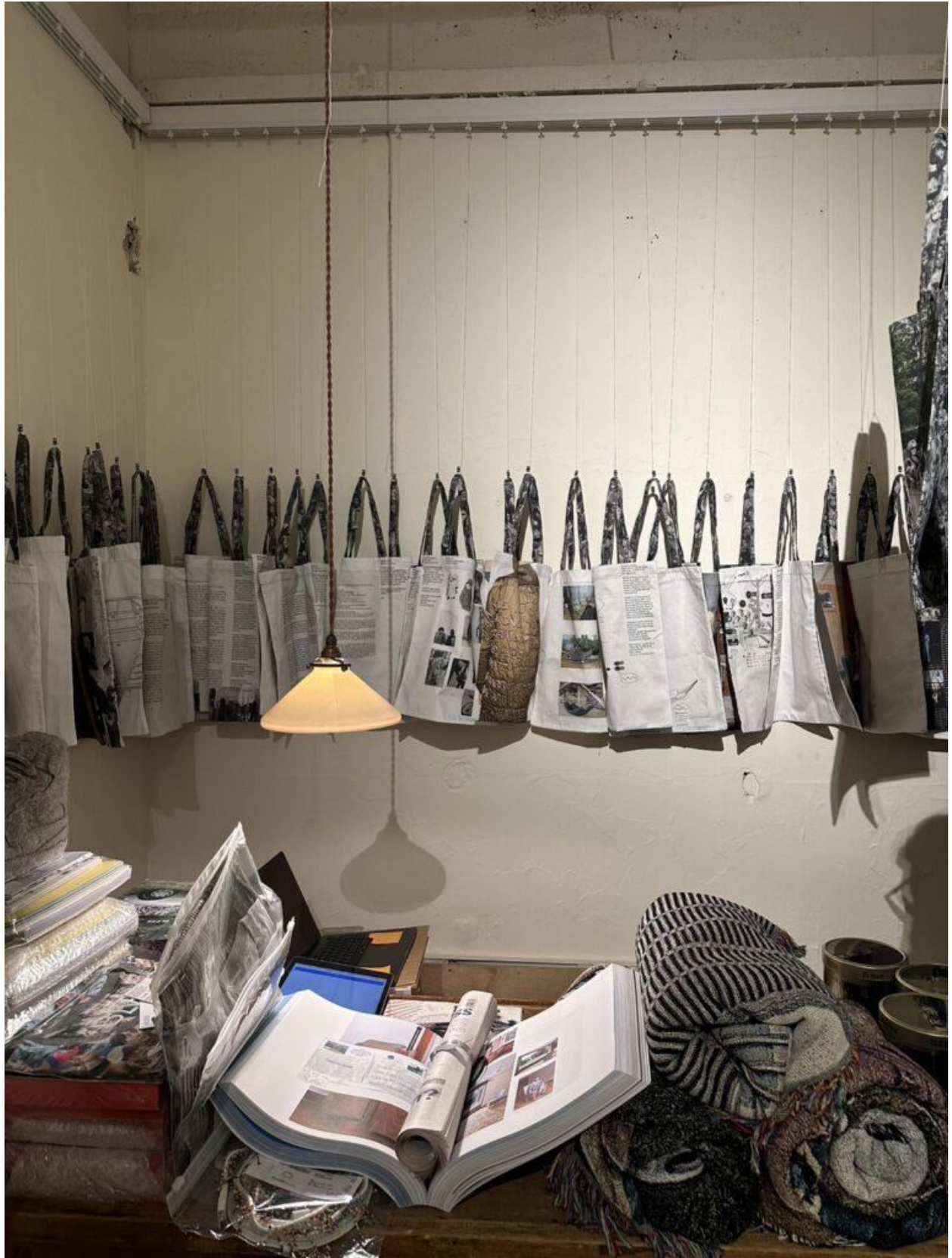
Manuel Rieder, a German graphic designer who handles all the publishing, graphic concepts, designs, and editorial for BLESS BOOK, says the following about BLESS BOOK. "I don't think you can swallow the world of "Breath" straight after touching others. For this reason, the girls have been talking about the importance of media since their founding, and this is reflected in their debut collection (a presentation format that utilizes magazine advertising pages). Media is supposed to be their access to the world." This walk was certainly intended to mirror last year's walk in Berlin, but if Ueno Park is our current location and Komiyama Shoten is the creative world of "Breath", then this walk itself I feel that it was a conduit for me to experience creativity. Regarding this, Manuel said, "Maybe that's true. I don't just want to mention BLESS BOOK,' but I think what's important before heading towards it is that it has a story. I think this is an art book in the form of a story that allows creation to slip into people's bodies. I also want people to take their time and turn the pages without getting distracted by the insane speed of modern times."

The "devices" that go beyond the elements of play scattered throughout the show clearly reverse everyday life by going back and forth between the world of "Breath" and reality.

As I was thinking about this, Manuel said to the Japanese person next to him, "It's the same with Bless Home, isn't it?" Mitchan, who supported "Bless" and became a staff member in Berlin, says this about "Bless Home." "I think there have been many different people who have lived here, but Ines encouraged me to not have to do anything. There are no particular rules. Do it. I felt like they were supporting my independence and awareness. I would be happy if all kinds of people came to Bless Home every day and bought our products, but when they suddenly came... I serve food to the customers. It feels like my house happens to be a restaurant."



BLESS: Celebrating 25 Years of Stress with BLESS N°42-N°74. From Day 2



BLESS: Celebrating 25 Years of Stress with BLESS N°42–N°74. From Day 3

Accepting others. It also means that there is someone close to you. When I arrived at Komiyama Shoten's gallery space, I was greeted by a hammock made of cylindrical denim, a large Persian rug with original graphics, and images related to art books. The bookstore is decorated with original objects prepared for this area. Also, on Day 2, Shibuya/Utrecht, and Day 3, Ginza/Morioka Shoten, improvised decorations from the area are casually displayed. A “boring” time with an identity. This is probably the daily life that “Breath” has been a part of for 25 years. While everyone was getting autographs for the “BLESS BOOK” they had purchased, I asked Ines to draw a statement that she has been dreaming of for the past 25 years. This may have confused her a bit, but Ines quickly began writing:

"Life is enough inspiration."

This is a word that everyone who knows “Breath” understands. Desiree also smiled when she heard those words.