



SATORU SASAKI

CONCEPT

地元である神戸を拠点に活動。ブランドコンセプトは「男性も憧れる女性を作る服」マスキュリンとフェミニンを同時に併せ持つデザインを軸に、ウィアードかつ普遍的なアイテムで、ユーモア性を持たせたプロダクトを制作し、コレクションを展開する。

Based in Kobe, JAPAN since its establishment in 2019. He continues to practice the juxtaposition of masculinity and femininity. Through his approach, he has carved a delicate vocabulary where the result is both comfortable and fuss – which he described as “weird luxury.”

DESIGNER

佐々木 悟 SATORU SASAKI

1989年生まれ。大学卒業後、株式会社タロウ ホリウチにて堀内太郎に師事する。退社後、神戸に帰郷し、渡欧のために作品を作り、その作品がTOKYO DESIGN WEEK ASIA AWARD2015のファイナリストに選出される。2016年に渡欧し、ジャンポールノット、フィービー・ファイロ在籍時のセリーヌのもとで、デザインアシスタントを経験する。国内外のメゾンやデザイナーズブランドにてアシスタントとしての経験を積んだ後、2019年にブランド「SATORU SASAKI」を創設。24FWコレクションから、メンズブランドスタート。TOKYO FASHION AWARD 2025を受賞する。

Satoru Sasaki was born in 1989. After graduating from university, he studied under Taro Horiuchi.He returned to Kobe and created pieces for his trip to Europe. and this work was selected as a finalist for the TOKYO DESIGN WEEK ASIA AWARD 2015.In 2016, he went to Europe and gained experience as a design assistant intern under Jean-Paul Knott and at Phoebe Philo’ s Céline. After accumulating experience as an assistant at both domestic and international maisons and designer brands, he founded the brand "SATORU SASAKI" in 2019. Following women’s, from Fall/Winter 2024 collection, launched men’s collection. In 2025, he won the TOKYO FASHION AWARD and will hold a runway show during Tokyo Fashion Week this March.

25FW



25SS



24FW































SATORU SASAKI

This season, my source of inspiration was the artist Richard Serra. When I saw his work in Los Angeles two years ago, I was deeply moved and felt a strong desire to one day create a collection based on his unique worldview. This collection is the realization of that vision. Richard Serra is renowned for his monumental installations made from massive sheets of metal, particularly lead and copper. He once stated that by using metal plates—especially lead—he was expressing the act of drawing in three-dimensional space. As he described, when viewed from above, his works often reveal organic curves, appearing like drawings suspended in space. In this season's collection, I aimed to translate those curving lines, formed by metal, directly into garment design. For example, some tops and skirts feature spiral-like paneling that may not be immediately noticeable from the front or back, but when viewed from above or in motion, they reveal a vortex-like spiral structure. Another example is a top with strategic slits, referencing the experience of walking through Serra's installations—where the passageways formed by steel gradually narrow, and the lines of light shift as you look up and follow the curvature. I translated that spatial tension into the garment's panel lines and slits. Additionally, asymmetrical hems in this collection are inspired by the sharp, cutting edges of the steel plates often seen in Serra's works. As for materials, the rust and natural aging visible in his sculptures also served as a major inspiration. We interpreted these textures using original graphics in our prints, and through raw-edge finishes and basting threads. Color-wise, as reflected in many of Serra's works and painting titles, black plays a central role. Therefore, this season's palette is anchored in monochromes—black, gray, and charcoal. On the other hand, the lavender used as a key color has no specific conceptual meaning. If anything, I was drawn to the sense of dissonance it creates when placed alongside such a dark, monochromatic palette—that unexpected contrast is what appealed to me.

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