

Expo 2020 Dubai Japan Pavilion unveils official uniforms

Design expresses overarching Expo theme of “connections”



Models: UTA (left), Tominaga Ai (right)

TOKYO, Japan, March 23, 2020—The official uniforms to be worn by Japan Pavilion attendants at Expo 2020 Dubai have been finalized. Designed by Morinaga Kunihiro of globally-recognized brand ANREALAGE, the outfits will be made with sponsorship from leading global materials company Toray Industries, Inc.

A movie explaining the concept behind the official uniform is available for online viewing at

<https://youtu.be/MJgAYzkt9Hg>.

Applications for Japan Pavilion attendants are open until Monday, April 20. Interested parties are encouraged to visit the official website at <https://www.expo2020-attendant.go.jp> (Japanese language only) for details on how to apply.

A leaflet outlining details of the Japan Pavilion theme, exhibitions, and other information can also be downloaded from the official website at <https://media.expo2020-dubai.go.jp/japan-pavilion.pdf>.

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Hours: 9:30–17:30 JST (closed Sat., Sun., and holidays)

■ About the uniforms



The official uniform was designed to express connections between people, hearts, and cultures. Marking a departure from conventional uniforms, which have typically been tailored differently for male and female wearers, the Japan Pavilion uniform has been designed to fit a genderless sphere. This unique approach makes the outfits accessible to a diverse range of body types, regardless of gender or size.

The jacket, sneakers, and bag feature a retroreflective print that looks white in regular conditions, but when hit by light reveals an intricate pattern that takes on a variety of different colors based on the perspective of the viewer. This motif brings together shapes symbolizing diverse individuality—circles, triangles, and squares—to form a network of heart shapes, which in turn coalesce into a fusion of Middle Eastern arabesque and traditional Japanese patterns.

All attendants will be wearing sneakers made by ASICS. Bags, meanwhile, were produced by the PORTER brand, and hats were designed and supervised by Hirata Ohko of Haute Mode Hirata.

A selection of high-performance, eco-friendly materials produced by Toray Industries, Inc., are used throughout the uniforms as part of responsible stewardship for future generations.

The Japan Pavilion hopes that this outfit will transcend all boundaries to connect people and minds at the international cultural crossover represented by the Expo.



Modeled after an earthlike sphere, the uniforms' jackets fit a diverse range of body types, regardless of gender or size. Made with retroreflective materials that reveal a pattern under direct light.



With a silhouette akin to a cross between a wrap-around skirt and traditional Japanese *hakama* pants, these loose-fitting straight-leg pants adapt to fit the body of the wearer.



These two-tone shirts depict the co-existence of light and darkness. The shirts are split half-and-half at a 23.4-degree angle—the same as the earth's axial tilt, which forms the border between night and day—with one half white, symbolizing light, and the other black, symbolizing darkness.



Designed in collaboration with the PORTER brand, bags to be carried by staff are a half-size remake of the 2Way Helmet Bag—one of the brand’s classic offerings that has enjoyed enduring popularity since the early 1980s. Made with retroreflective materials that reveal a pattern under direct light.



Put together in partnership with ASICS, the sneakers are the GEL-LYTE XXX model, a fresh new spin on ASICS’ iconic GEL-LYTE III model that has been loved by consumers for three decades. Also made with retroreflective materials that reveal a pattern under direct light.



The uniforms’ hats were created in a collaborative effort with designer Hirata Ohko of Haute Mode Hirata. Hirata developed a design that shares the uniforms’ underlying concept, combining the circles, triangles, and squares featured in the retroreflective pattern. Initially flat, the hats can be molded into different shapes by adjusting the position at which the snaps are fastened, a feature made possible by the elasticity of the fabric used—breathable, fast-drying double raschel material from Toray. Once unfastened, the hats return

to their original shape, which is identical for both men and women. Two flat hats can even be overlaid to form a heart shape.



Like the earth
地球のような

Key visuals for the uniforms feature models Tominaga Ai and UTA. The concept movie was created by NION, with sound direction from Yamaguchi Ichiro (Sakanaction/NF) and Aoyama Shotaro (NF). TEPPEI was the stylist, Muto Masaya (NO DESIGN) provided the art direction, and Kamei Takeshi (W) was the still photographer.

The concept movie can be viewed at <https://youtu.be/MJgAYzkt9Hg>.

■ **About the designer**



ANREALAGE

In 1980, designer Morinaga Kunihiko was born in Tokyo. He graduated from Waseda University. In 2003, he launched his own brand, "ANREALAGE," a combination of the words "real," "unreal," and "age." Working under the belief that "God is in the details," his designs are defined by meticulous patchwork fabric, as well as conceptual forms of odd proportions and technology. After regularly presenting his work at the Tokyo Collection, in 2014 he participated in the Paris Fashion Week, starting with his Spring/Summer 2015 collection. In 2019, he was nominated as a finalist for the LVMH prize and was awarded the 37th Mainichi Fashion Grand Prix.

Official website: www.anrealage.com

■ About Toray Industries, Inc.



Founded in 1926 and currently headed by President Akihiro Nikkaku, Toray Industries, Inc., has a long history of developing advanced materials and high added-value products. Its business spans fibers and textiles, performance chemicals, carbon fiber composite materials, environment and engineering, and life science. Toray will support the Japan Pavilion in providing the uniquely Japanese customer service known as “omotenashi” by producing comfortable, easy-to-wear uniforms utilizing the company’s own high-performance materials. Official website: <https://www.toray.com>

■ About the Expo 2020 Dubai Japan Pavilion official staff uniform production team

- ◇ Sponsor/manufacturer: Toray Industries, Inc.
- ◇ Designer: Morinaga Kunihiko, ANREALAGE
- ◇ Supervision: Nippon Uniform Center

*Hats designed and supervised by Ohko Hirata of Haute Mode Hirata; sneakers manufactured by ASICS Corporation; bags produced by Yoshida & Co., Ltd. (PORTER brand).

■ About the Japan Pavilion

Visit the official website at <https://expo2020-dubai.go.jp/> for the most up-to-date information on the Japan Pavilion’s construction and other topics, as well as related events to be held in Japan and internationally in the lead-up to Expo 2020 Dubai.

■ About Expo 2020 Dubai

Expo 2020 Dubai will be the first registered world expo held in a Middle Eastern or African country. Scheduled to take place over a 173-day period from October 20, 2020 to April 10, 2021, the event will herald the fiftieth anniversary of the founding of the host nation, the United Arab Emirates, and is expected to attract 25 million visitors. Over 192 countries have declared their intention to set up exhibits on the 438-hectare venue grounds, responding to the expo’s overarching theme of “Connecting Minds, Creating the Future” and its three subthemes: Mobility, Opportunity, and Sustainability.

Official website: <https://www.expo2020dubai.com>



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