



# OMG FASHUN

## ASATO KITAMURA

27


New York City, NY

HT: Hakusan, Japan

Fashion Designer

Single / No Kids

He/Him/They/Them

 [@asato\\_kitamura](#) (12K followers)

## About

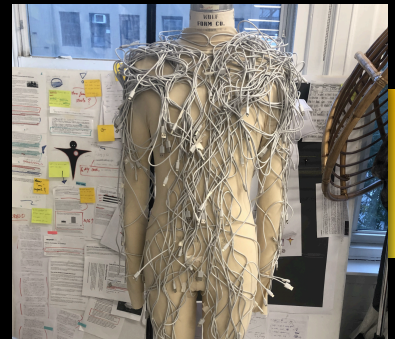
**Asato Kitamura** is a fashion designer and free-thinking innovator who refuses to accept the traditional methods and materials usually associated with fashion. His brand, ASATO, focuses on elegance, fantasy, and romanticism, while also incorporating elements of Japanese culture. Asato has used dried flowers, clay, hair, cigarette butts, and bandages to create his outside-the-box ideas, turning them into literal wearable art. His disruptive style might not be for everyone – but he guarantees any criticism will be inspiration for his next designs.

## Story

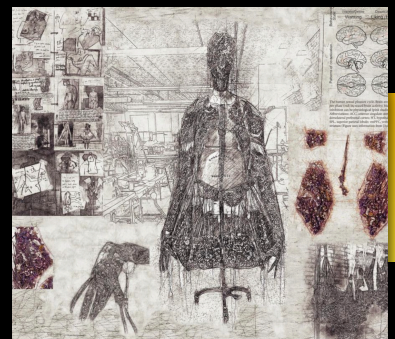
- > Asato was born in northern Japan, about three hours from Tokyo. From an early age, he desperately sought love and approval from his parents – and he was rarely able to find it. Deriving artistic inspiration from his aunt (a kimono teacher), his grandma (knowledgeable on ancient Japanese art), and his mom (a painter), Asato looked to the creative arts to find beauty in the world. At home, he always had art supplies, so he could usually be found off in his own world creating things. Also, his mom would draw pictures and let Asato paint them – and that was his first foray into design.
- > Asato moved to America in 2018 with no friends and not knowing any English. He was able to gain acceptance to Parsons in New York City where he earned an MFA in Fashion Design and Society. Nowadays, he owns his brand, ASATO, which is inspired by Japanese culture and Buddhist religion.
- > His clothing is gender-neutral, but Asato says it's usually designed with women in mind. In creating his garments, Asato has used everything, from human hair and flowers, to plastic, band-aids, and gauze, among other items. His techniques are just as unconventional – in fact, he has one method of creating a piece where he wraps a person's body in plastic wrap and uses it as a mold. He then covers it with a piece of fabric soaked in silicon liquid to remove the mold and harden it.
- > Inspired by the likes of Alexander McQueen and Stanley Kubrick, he loves the way that fashion can express all the best and worst parts of life – the beauty, the darkness, resentment, joy, and everything in between. Asato's work has been featured at New York Fashion Week, as well as in Vogue, WWD, Elle, Tush, V Magazine, and more.
- > In the industry, Asato believes there are many sustainability issues that need to be solved, most notably environmental pollution and waste. Asato has been on quite the roller coaster ride throughout his life, but he wouldn't change a thing. For this up-and-comer, he believes that one must hurt in order to know love, fall in order to grow, lose in order to gain – because all of life's lessons are taught through pain and hardship.



**Fabric sculpture that embraces the wearer**



**Old iPhone cords**



**Asato's intricate sketches**