

CHEREVICHKIOTVICHKI  
FOR

*Yohji Yamamoto*

March 2016

Victoria Andrejeva, creative force behind the unpronounceable brand, Cherevichkiotvichki, was invited by the Yohji Yamamoto house to lend her personal vision and expertise in the realization of a footwear and bags collaboration for the Yohji Yamamoto 2016-17 A/W Femme Collection.

Under Victoria's direction, the London based brand has been producing luxury hand-crafted footwear, accessories and apparel for men and women for over five years. Each piece is made entirely in Cherevichkiotvichki's atelier, located in the region of Marche, Italy, internationally renowned for its ancient cordwaining tradition. Victoria and her team closely follow the production process step by step, from selecting the finest primal materials to the final finishes.

This season, a series of shoes and bags were created, blending Cherevichkiotvichki's design and artisanal appeal with the revolutionary elegance of the legendary Japanese fashion house. The capsule collection features two styles of shoes and bags in soft, heavily waxed calf leather.

The classic "cherevichki" derby shoe and the one piece ankle boot were revisited in Yohji Yamamoto's signature black colour. While bags came in unedited shapes, specifically designed by Victoria for the occasion. Cherevichkiotvichki's utilitarian yet refined aesthetic is a perfect complement to Yohji Yamamoto's timeless look, adding a warm and organic touch to this season's minimalistic pieces.

The collaboration pieces will be available in the Yohji Yamamoto stores and in selected boutiques worldwide in Summer 2016.



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