

September 11, 2017

## **TASAKI Appoints Prabal Gurung as Brand's Creative Director**

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu Tajima) to appoint New York based Fashion Designer, Prabal Gurung, as the brand's new Creative Director.

TASAKI is a luxury jeweller that consistently delivers innovative, sophisticated designs through partnerships with creators from across the globe. The Creative Director plays a leading role with the brand while designing the newly launched TASAKI Atelier. The inaugural collection was showcased at the Prabal Gurung Spring 2018 runway show on Sunday, September 10<sup>th</sup> during New York Fashion Week.

TASAKI & Co., Ltd. Board Director & CEO Toshikazu Tajima commented on the appointment, saying, "Prabal Gurung continues to produce elegant and sophisticated designs that embody the glamorous world of luxury. I believe that he is the best partner to create new value that symbolizes the future of TASAKI. I expect that Prabal will further expand TASAKI's unique world of modern beauty."

Upon assuming his new post as TASAKI's Creative Director, Prabal Gurung states, "To see this partnership come to life has been incredible. TASAKI sources, develops and designs with couture ideals - utilizing sustainable, fair and ethical practices and offers the highest quality pearls, diamonds and gemstones. We are thrilled to continue telling our brand story by celebrating women of beauty and substance, and luxury with soul, through this partnership."

The TASAKI Atelier line by Prabal Gurung will be available at the TASAKI Ginza Flagship Store and other doors around the world from February 2018.

We invite you to preview TASAKI's unique world of beauty, born from a meticulous devotion to the highest quality, creativity and craftsmanship.

Press Contact: Nara, Tanaka, Kawamoto / TASAKI Communication Dept. AD/ PR

Tel: 03-3289-1184 E-mail: [communicationdpt@tasaki.co.jp](mailto:communicationdpt@tasaki.co.jp) TASAKI Customer Service: 0120-111-446

(Please use this number when providing information about TASAKI to your readers/viewers.)

# TASAKI

TASAKI Creative Director

## Prabal Gurung



Prabal Gurung launched his eponymous collection in February 2009 with a philosophy encompassing modern luxury, indelible style and an astute sense of glamour. Gurung was born in Singapore and raised in Kathmandu, Nepal. After beginning his design career in New Delhi he moved to New York to finish his studies at Parsons The New School for Design. Upon graduating, Gurung spent two years with Cynthia Rowley's design and production teams. Soon after, he was appointed design director at the iconic Bill Blass, a post he held for five years until launching his own collection, PRABAL GURUNG.

A focus on quality and innovation has placed Gurung at the forefront of American fashion with designs worn by leading ladies including former First Lady Michelle Obama and The Duchess of Cambridge, to name a few. Notable accolades include the 2010 Ecco Domani Fashion Fund Award, 2010 CFDA/Vogue Fashion Fund runner up, USA Network's Character Approved Award recipient in 2011, named goodwill ambassador of Maiti Nepal, a finalist of the CooperHewitt National Design Award, recipient of the 2011 CFDA Swarovski Award for Womenswear and was honored in 2015 with the inaugural Creativity Award from The Drawing Center. In September 2017, he was appointed Creative Director at TASAKI.

【as of September 2017】