



NERDFUSION: **THE BIGGEST VTUBER.**

JvM NERD presents a NERDFusion about our most loved fashion x fandom collaborations.
Hamburg, 13th October, 2022.

FANDOM X FASHION:

Fandom rises in importance within the fashion industry.

With recent brand collabs like Balmain x Pokémon, fashion is opening up to pop-culture. Fandom is conquering the catwalks of all major fashion shows in the world.



Image:
Street Sense

GEN-Z LOVES NOSTALGIA:

Fashion brands increasingly rely on pop culture to attract young people.

The latest example is a Minecraft-inspired collection from Loewe at this year's Paris Fashion Week. We'll take a closer look at this collab in a second, but let's face it: Fandom has arrived in the fashion world. Rather – it's no longer imaginable without it. And it doesn't necessarily have to be capsule collections, but also complete imagery – inspired by pop culture.



Image:
Japan Nakama

**OUR
TOP FIVE**

**LUXURY BRANDS
FANDOM COLLABS**

MINECRAFT X LOEWE:

Loewe did it again and presented nerdy looks at Paris Fashion Week.

In the past, Spanish high-end fashion label Loewe has already collaborated with the iconic Japanese animation house Studio Ghibli. At this year's PFW, Loewe has presented its latest fandom-based masterpiece: pixelated clothes inspired by the graphics of the popular sandbox video game Minecraft.



Image:
Vogue

POKEMON X BALMAIN:

Pikachu meets haute couture.

Paris-based label Balmain launched its first big fandom-inspired brand collab this September – with none other than mega IP Pokémon. The collection includes ready-to-wear pieces and accessoires. Balmain’s creative director Olivier Rousteing is bringing “Pokémon’s bright pop aesthetic and captivating creatures” to the bold aesthetic of his fashion house.



Image:
SK Gaming

POKEMON X CDG:

A Japanese connection.

Tokyo-based label Comme Des Garçons has announced this summer, that they are collaborating with the world's most popular franchise to launch a collection: Pokémon. The collab consists of ready-to-wear pieces, shoes, bags and other accessories – all kept rather plain with cute Pikachu-details.



Image:
Highsnobiety

SAILOR MOON X JIMMY CHOO:

A magical match made by the planets.

Celebrating the 30th anniversary of the iconic Japanese anime Sailor Moon, luxury brand Jimmy Choo has designed knee-high boots that are handmade with Swarovski crystals. They are dedicated to Sailor Moon, the protagonist of the saga and warrior for love and justice.



Image:
stylejunkyz.de

HELLO KITTY X BALENCIAGA:

Kawaii meets Avantgarde.

Next to Choupette, Karl Lagerfeld's pet, Hello Kitty appears to be the most famous cat in the world. That's why absolute hype brand Balenciaga created a handbag out of her. Apart from the cuteness overload fully embracing Kawaii culture, the bag is characterized by the typical Balenciaga laces of the shoe Triple X.



Image:
Vogue



**OUR
TOP FIVE**

**STREETWEAR BRANDS
FANDOM COLLABS**

SUPER MARIO X LEVI'S:

A most colorful ride.

The collection from 2020 designed by Levi's with Super Mario looks as exciting as the game itself: the whole lookbook is playful and contains all of Super Mario's most popular characters. An upcoming fashion collab with Nintendo is more than likely regarding the launch of the "Mario" film in April 2023. We'll keep you posted ...



Image:
Levi's

HOT WHEELS X ADIDAS X SEAN WOTHERSPOON:

A triple collab that turns up the heat.

Californian designer Sean Wotherspoon is no newbie when it comes to outstanding brand collabs: He did designs for Porsche and Nike. This summer, he created a rapid collab for Hot Wheels x Adidas Originals. The flame-driven collection only consists of a few pieces like a pair of sneakers, jackets and a bag, for example.



Image:
sneaker.de

GUNDAM X NIKE:

Retro meets Sci-Fi.

It clearly makes sense to do a Gundam sneaker collaboration, because the collectible culture is just as ingrained in anime fans as it is in sneaker heads. And that's exactly why Nike is teaming up with Bandai Namco to create an SB Dunk High collection that fans love – both colorways are highly sought-after with resell prices up to 2x-3x.

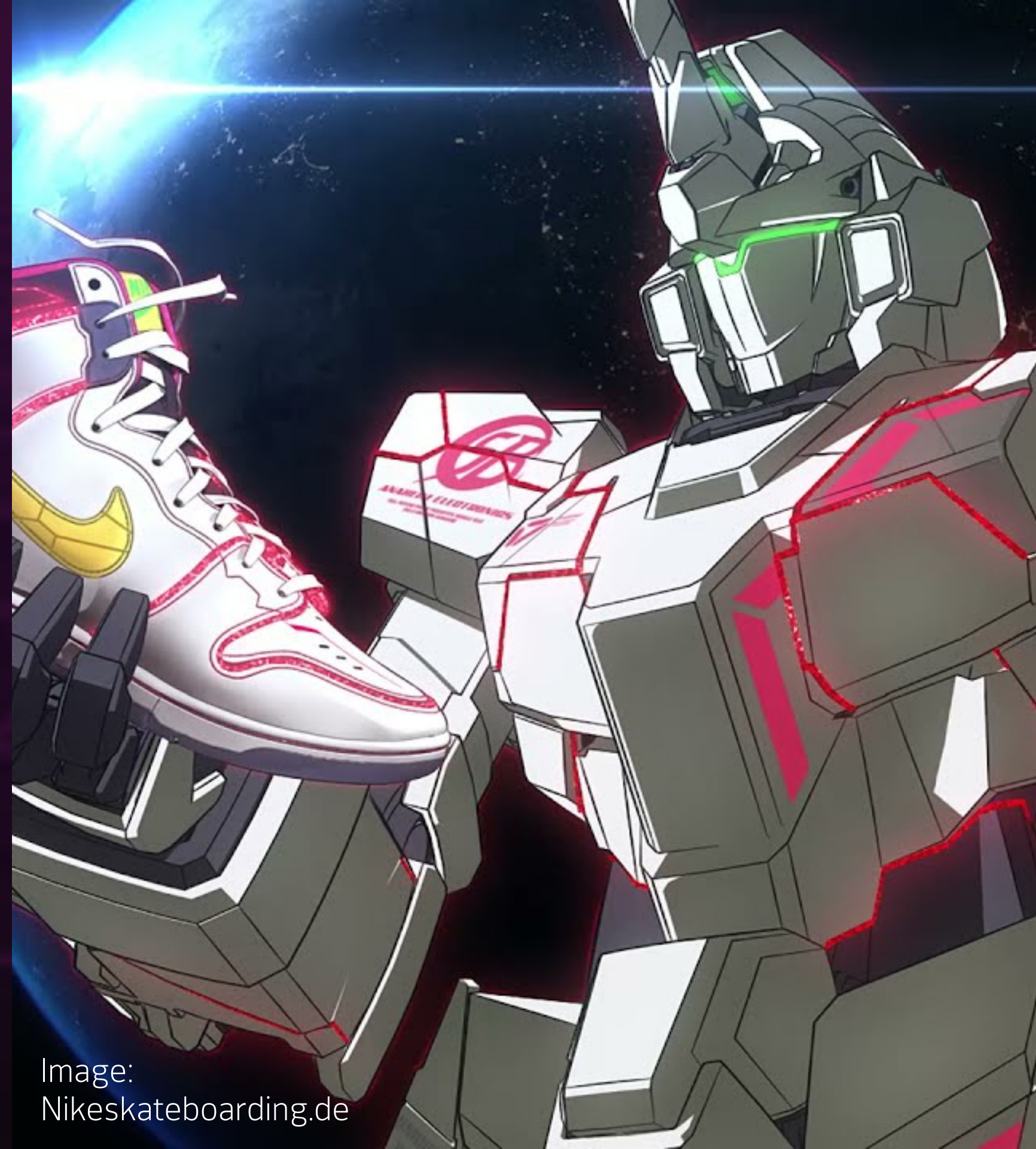


Image:
Nikeskateboarding.de

BATMAN X GUESS:

A dark, but stylish match.

For this year's hit movie "Batman", Guess teamed up with DC for a collection with different facets: clean jackets, playful comic-styled sets and colorful socks. There is already a wide range of Batman-based fashion collabs: luxury brand Lanvin has dropped an entire Batman collection earlier this year – with more drip than Bruce Wayne himself.



Image:
Guess

SAILOR MOON X VANS:

Love and justice – for everyone.

From kidswear to bucket hats – iconic skate brand Vans has teamed up with beloved Japanese IP “Sailor Moon” to create a broad fashion collection that holds something for everybody. The pieces are colorful, shiny and nostalgic – and have everything fans love about Sailor Moon.



Image:
Vans Official Store

MORE DATA:
www.nerd-insights.com

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