

TOHU-BOHU

de France, de jour, de nuit



A new brand full of surprises

Collection #4, A/W 17/18 « Words & Writing »

MEDIA KIT

A BRAND IS BORN

For now four seasons, different artists from many country in France, decided to work together on a fashion brand: *TOHU BOHU from France, for day, for night.*

TOHU BOHU derives its energy an attachment to artistic value, from what is our cultural heritage.

That's why this forth collection 's name is: "words and writing".

For this collection, we worked about the influence, which is also our art education, from Jean Michel Basquiat, Ben Vautier, Appolinaire, Robert Indiana, Felix Gonzales Torres for example. Those artist are for us so important, that it was like a tribute to speak about their work. that's why you can recognize part of their work in our work. "we play around with what has inspired the work of our favorite artists - reinterpreted through hats and mask design- changing the site of painting"

All the artist have a personal work: painting, sculpture, design, handwork...you will find portraits in our website for in few time. we are working about this month.

The other think is the dual concept matching two -piece sets: in our collection you can find hats for days, and also hats for night... in general, days are more easy to wear than night which are more specific, and sometimes bigger. chic, innovative, inspirational and experimental, TOHU-BOHU is an uninhibited brand of fashion accessories.

All the hats are made in France, in a collective studio based in the west of France near the Loire Valley, where there is a very nice art of life.

Each collection will be different with a thematic to have a very good coherence of product. and we want to offer to our customers full surprise each time. we are very creative, and with so much ideas

collection #4

"Words have meaning,

Take on a meaning, the sense of the hat,

Everywhere, joyfully, poetically

inspired by artists Ben , Appolinaire, Gonzales Torres, Indiana, Basquiat...



BEN VAUTIER,

He is also active in [Mail-Art](#) and is mostly known for his text-based paintings or « écritures » begun in 1953 with his work "Il faut manger. Il faut dormir". Another example of the latter is "L'art est inutile."



FELIX GONZALES TORRES,



"How many times, for how long, Why"

Gonzalez-Torres was known for his minimal installations and sculptures in which he used materials such as strings of lightbulbs, clocks, stacks of paper, or packaged hard candies. In 1987, he joined [Group Material](#), a New York-based group of artists whose intention was to work collaboratively, adhering to principles of cultural activism and community education.



ROBERT INDIANA,

Indiana's best known image is the word Love in upper-case letters, arranged in a square with a tilted letter "O". The iconography first appeared in a series of poems originally written in 1958, in which Indiana stacked LO and VE on top of one another. Then in a painting with the words "Love is God".



GUILLAUME APOLLINAIRE,

Apollinaire is considered one of the foremost poets of the early 20th century, as well as one of the most impassioned defenders of Cubism and a forefather of Surrealism. He is credited with coining the term "cubism" in 1911 to describe the emerging art movement and the term "surrealism" in 1917 to describe the works of Erik Satie. The term Orphism (1912) is also his. Apollinaire wrote one of the earliest Surrealist literary works, the play The Breasts of Tiresias (1917), which became the basis for the 1947 opera Les mamelles de Tirésias.