



KZO

PRESS BOOK

Autumn | Winter 2009



KZO is “Cinematic Fashion” | *ditransitive* verb: the art of holding captive visual narratives; drama, moods, & voices for each season’s collection. **Fashion company** located in **Los Angeles** in the **Arts District**, a physical ground zero anchoring the DNA of KZO. Each season’s collection is designed with a cinematic process, beginning with a video treatment, soundtrack, and visual storyboards; telling a tightly focused story. Every picture tells a story, every KZO collection evokes a deeply held emotion. Visual Narratives = international visceral fashion touchstones. Universal stylistic **plot line** that runs through each/every collection: exquisite fabrics, obsessive attention to fit, minimalist, provocative, textures, indie, global – all through a USA/**West Coast** lens. | KZO is named after creative director/founder Joel Knörschild’s second generation American-Japanese grandfather; Kazuo Iwasaki. “Kazuo” = “Peaceful Man”; is also Joel’s middle name. Born in Southern California, Joel’s DNA is a global melting pot combining Japanese and German genes. Joel’s earliest memories were working for his father’s apparel company in the pattern room and in various sewing factories across Los Angeles. From a young age, Joel fell in love with photography, cinema and film. A video camera capturing unfolding stories always accompanied him. He grew up playing in numerous rock bands; his love of music found a place in the soundtracks accompanying his videos. Joel studied art history in Florence, Italy; has lived in Innsbruck, Austria and in Tokyo, Japan. Fashion, music and film all came together when Joel combined the mediums by writing and directing music videos for various bands in the United States and Japan.

Menswear; offering 2 collections per year: Spring | Summer ; Autumn | Winter. Production Office, Tokyo, Japan.

Plot Line | *A literary or dramatic plot; a story line.*

2009 Autumn | Winter Plot Line

Story | John Muir Trail, Yosemite & High Sierra, California. Outdoor fabrics, Coated Wool/Cotton, Hiking Inspiration.

Soundtrack | Ambient Noise “Sounds of Yosemite,” Biosphere “Birds Fly by Flapping their Wings,” Tom Vek “I Ain’t Saying my Goodbyes”

Palette | Yosemite. Forest Green, Deep Purple Dusk, Deep Blue Dawn, Redwood, Charcoal.

Categories | Hand Drawn Mountain Print Cardigan, Triple Needle Ripped/Torn Hem Flannel Shirt, Wool/Cotton Striped Blazer Jacket, Wool Pancho, Waterproof Zippers, Japanese Selvage Denim Pant, KZO + Masterpiece Collaboration Hiking Backpack. Edition N° 3 KZO + Unholy Matrimony

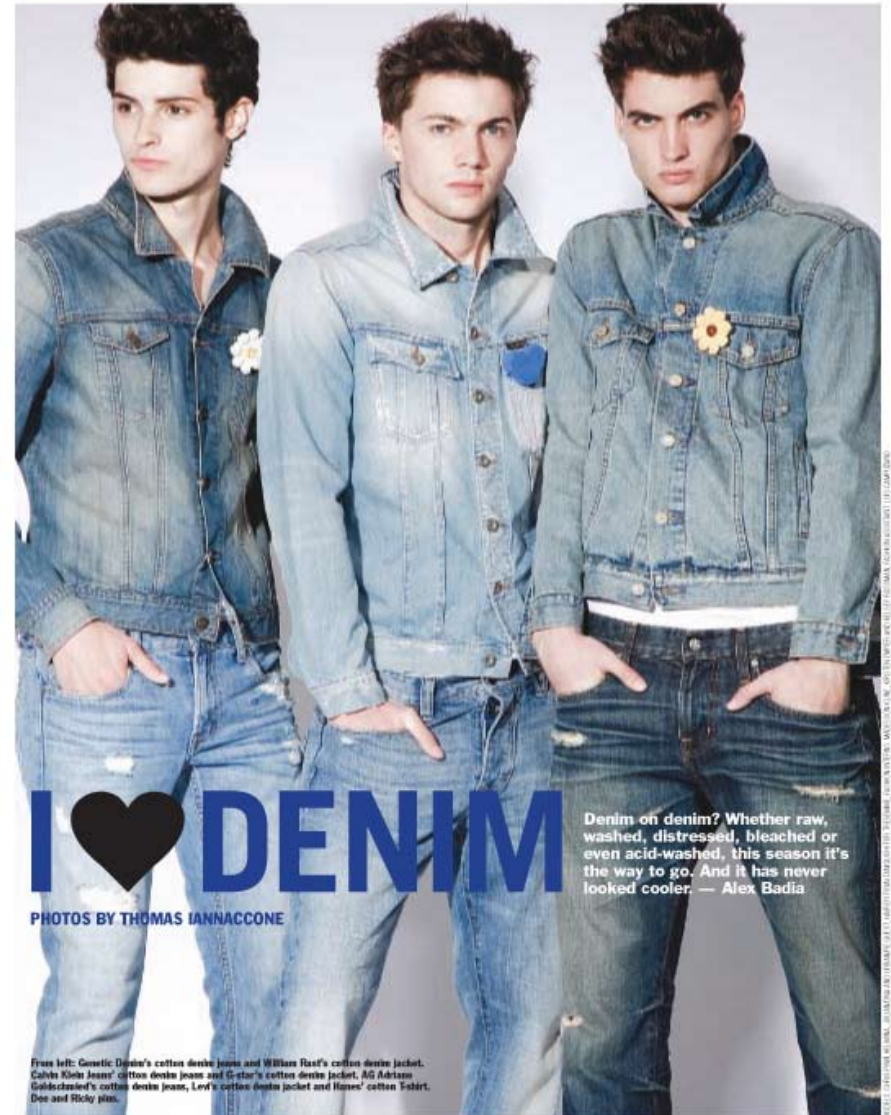
Collaboration Flannel Shirt, Thermal Convertible Pant, Thermal Legging w/Butt Flap, & Hand Drawn & Dyed Tee Shirt.



SECTION II

WWW.COM

DENIM IN DEPTH



I ♥ DENIM

PHOTOS BY THOMAS IANNACCONE

Denim on denim? Whether raw, washed, distressed, bleached or even acid-washed, this season it's the way to go. And it has never looked cooler. — Alex Badia

From left: Genetic Denim's cotton denim jeans and Wilcox Reed's cotton denim jacket, Calvin Klein Jeans' cotton denim jeans and G-star's cotton denim jacket, AG Adriano Goldschneiders' cotton denim jeans, Levi's cotton denim jacket and Hanes' cotton T-shirt, Doe and Ricky pants.

DENIM IN DEPTH

I ♥ DENIM



From left: Hill City's cotton and spandex denim jeans and Acne's cotton denim shirt, Lents Valtteri shoes, K20's cotton denim jeans and Cheap Monday's cotton denim shirt, Rachel Corsey shoes.



From left: Energie's cotton denim jeans and APC's cotton shirt, Acne's cotton denim jeans and K20's cotton shirt, Levi's cotton denim jeans and Cheap Monday's cotton shirt, Common Projects sneakers.











Home > Fashion Shows > Show Reports > Spring/Summer 2009, LA Fashion Week > Gen Art Fresh Faces

LA Fashion Week

Gen Art Fresh Faces

Spring/Summer 2009

Catwalk Shows



Spring/Summer 2009 (R-T-W)



Select a designer...



FULL LENGTH

BACK STAGE

CLOSE-UP SHOTS

CATWALK REPORT

SHOW VIDEO



EXPERT INTERVIEW



GEN ART is always a highlight of LA Fashion Week. And this season's *Fresh Faces in Fashion* event was no exception. The 11th annual edition presented a showcase of the hottest up-and-coming design talent in Los Angeles.

Mandy Moore hosted the event which was staged at the Petersen Automotive Museum and included a cocktail reception and after-party. The Who's Who of LA fashion turned out to see the line-up, which included womenswear collections by Nanushka, Quail, Wayf, Laeken and Maxine Dillon, swimwear by Peonie and menswear by K.Z.O. and Wayne Hadly.

Accessories designers displayed their collections in an installation format with this season's honorees including Azature's fine jewellery, Posso's hipster chic spats and purses, Laura Kranitz's sculptural hats and jewellery and Jerome C. Rousseau's beautifully crafted footwear.

The looks on the runway ranged from tomboy chic at Quail and Maxine Dillon to feminine dresses at Wayf, retro hipster styles at Wayne Hadly and the globally conscious sportswear of K.Z.O.

K.Z.O. designed by Joel K. fused the outdoors with a modern international point of view. For spring/summer 2009, the designer was inspired by the harsh conditions of Manzanar, the WWII Japanese interment camp in the California desert.

The cross-cultural approach to design was fueled by Joel K.'s American, German, and Japanese multi-cultural heritage. There was a bright blue windbreaker paired with tailored cargo pants, a functional vest layered over a flannel shirt and sweat pants and an avant garde finale outfit co-designed by Unholy Matrimony's Brett Westfall.

A few shockers came down the runway too including necklaces decorated with porcupine skulls, chicken feet and deer legs made by The Recyled Dead. Yes, they were real.

N. Jayne Seward

10/10/2008



MEN.STYLE.COM



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⌵ MENU



20

KZO

words_brianne carlon

California-born designer Joel K, 28, was tired of not being able to find quality clothes at a reasonable price. So he took his love for photography, film and art, as well as his Japanese descent, and used it to develop a high-end yet casual men's clothing line.

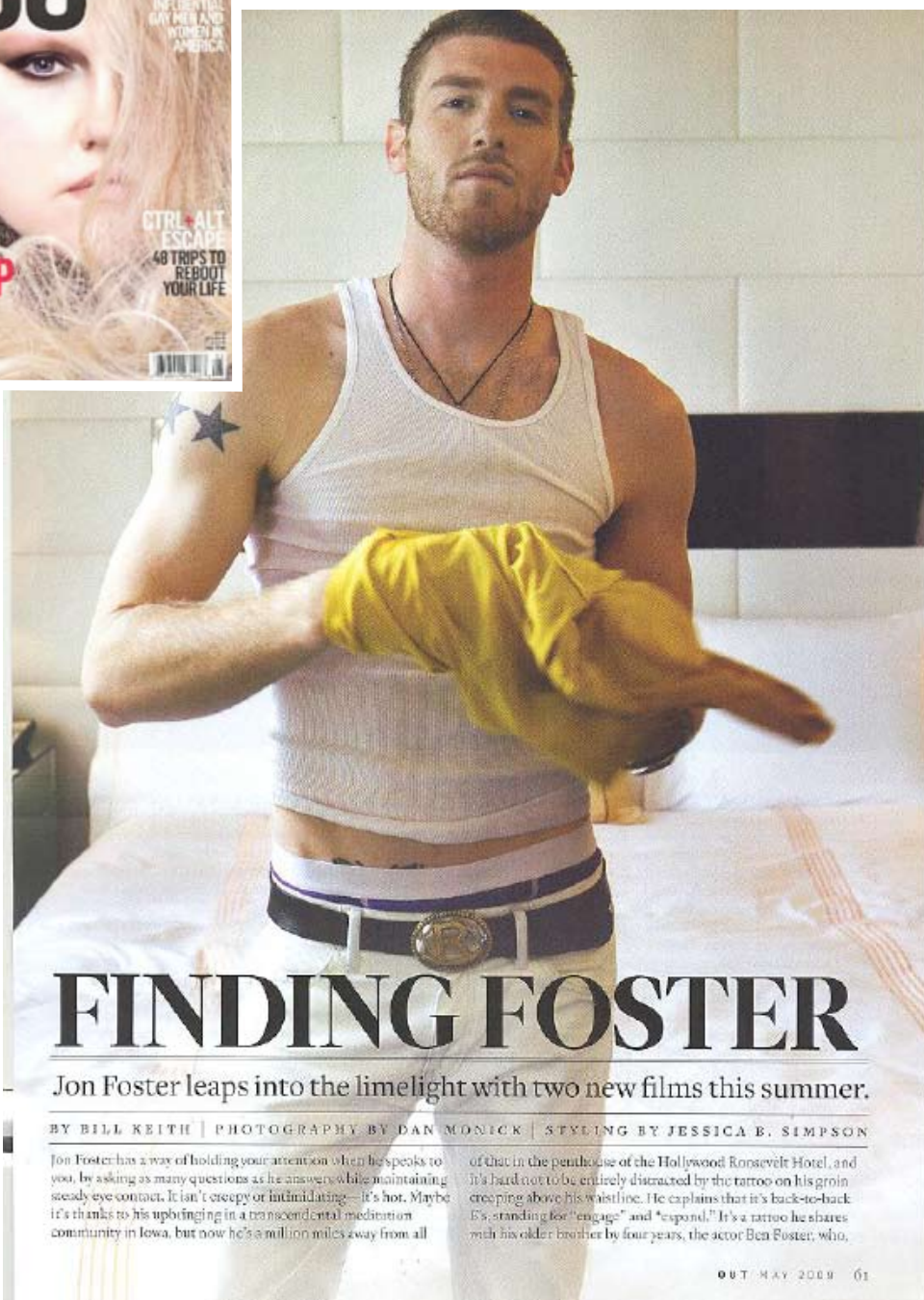
"The line is cinematic," Joel says. "It's able to tell a story through different mediums." This refers not only to the graphic screen shots and filmstrips of downtown Los Angeles found on his pieces, but to the story each campaign tells. "I want to make people think," he says. His team shot the spring '09 collection at Manzanar War Relocation Center, one of ten camps where Japanese-American citizens and resident Japanese aliens were detained during World War II. "I want people to think about what happened to them there," Joel says.

Joel is constantly trying to bridge the gap between Tokyo and downtown LA. Each garment in the K.Z.O. (from the word "kazuo," meaning "peaceful man" in Japanese) line contains some Japanese influences. "East meets West is the best way to describe it," he says. He pays extra attention to details and fit. A case in point is Joel's favorite piece in his upcoming collection: a leather jacket on which the liner hangs out about a quarter inch past the raw edge and at the bottom where the hem would be. "It was really hard to make," Joel says. "It's ridiculous."

Joel found sewing at a young age. "I grew up [watching] sewing contractors working with my dad," he says. In college he shot music videos and commercials, then got back into fashion. "It's like a cycle, but to me it's all entertainment," says Joel. "Fashion, film, photography; it's all about a story. What is your collection going to say, and how is it going to be interpreted? It's a natural progression."

kzocinematics.com





FINDING FOSTER

Jon Foster leaps into the limelight with two new films this summer.

BY BILL KEITH | PHOTOGRAPHY BY DAN MONICK | STYLING BY JESSICA B. SIMPSON

Jon Foster has a way of holding your attention when he speaks to you, by asking as many questions as he answers while maintaining steady eye contact. It isn't creepy or intimidating—it's hot. Maybe it's thanks to his upbringing in a transcendental meditation community in Iowa, but now he's a million miles away from all

of that in the penthouse of the Hollywood Roosevelt Hotel, and it's hard not to be entirely distracted by the tattoo on his groin creeping above his waistline. He explains that it's back-to-back E's standing for "engage" and "respond." It's a tattoo he shares with his older brother by four years, the actor Ben Foster, who,

Jon good-naturedly says, "forced" him into the business at the age of 13.

Raised by very supportive parents who moved themselves cross-country twice for the sake of their children's careers, it was Ben who was the Mama Rose in his childhood, if there ever was one. "I got an agent when I was 13 but didn't really care about it all, but my brother was like, 'You don't have a f—king choice—I'm making you act, and if you don't, I'm beating the shit out of you,'" Foster remembers. "And every time I try to quit, which still happens quite often, he always steps in and says, 'Nope, you have to do this. We're in this together.'"

Thanks to Ben, you can see all of Jon, minus his tattoos, in the film adaptation of *The Informant*. Bret Easton Ellis's seminal collection of short stories focused on the depraved lives of 1980s L.A. dilettantes. "We were all naked, all the time! The makeup guy was a magician with the spray gun," he laughs. "My abs aren't real; neither are my pees. It's all

makeup, light, and shading." As the son of a studio exec absentee father (Billy Bob Thornton) and a pill-popping mother (Kim Basinger, who played Foster's lover in the first film he starred in, 2004's *The Day in the Fall*—"Playing her son was cool. Getting naked and screwing her on-screen at 18 was terrifying!"), his character, Graham, fills his time dealing drugs and sleeping with various men and women who fall into his life. In typical Ellis fashion, *The Informant* isn't an exploration of 1980s excess as much as an exorcism, and Foster's character is the only one given any glimmer of hope for redemption.

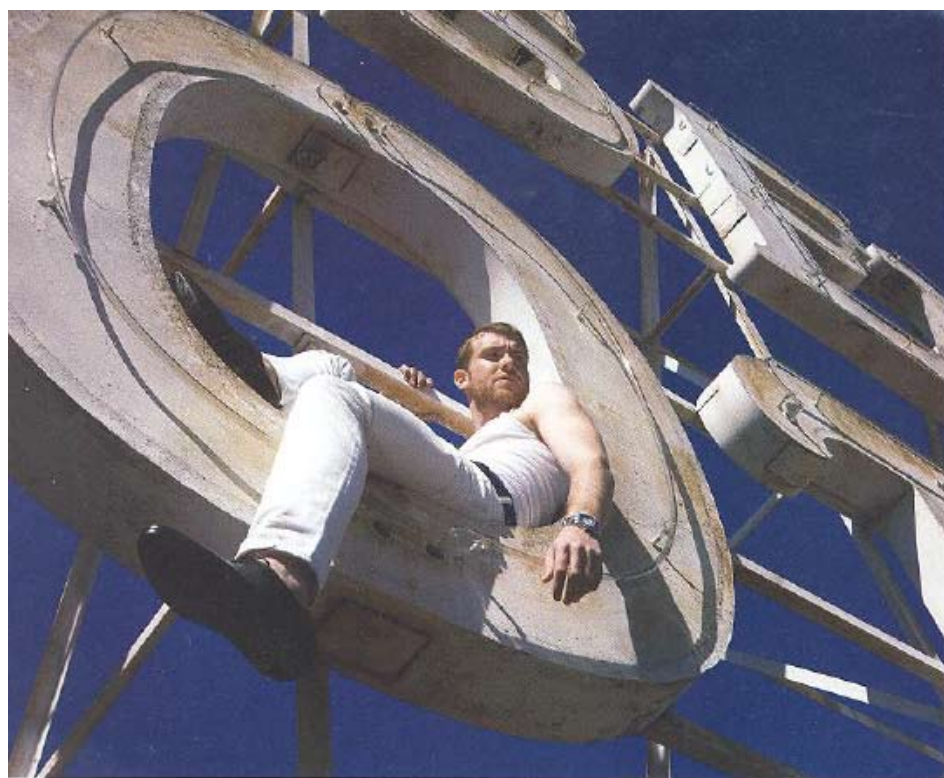
His is also the only character in the film with a somewhat complete story arc. "The first time the whole cast got together, [director] Gregor Jordan said, 'All of these characters are doomed. No one comes out alive,'" Foster remembers. "Then he said, 'You have to be willing to be in something that's not quite a movie, but a real piece. It's about making you feel what it was like

to be Bret at that time and place in Los Angeles.' If you're going into it expecting a character-based film with a plot, you're going to be disappointed."

Foster also plays bi in the upcoming *The Mysteries of Pittsburgh*, based on the Michael Chabon novel. Readers of both books will remember how big a role gay sex plays in them, and though he says of the gay sex in *Pittsburgh* with a laugh, "Oh, it's definitely in there!" alluding to an explicit scene with Peter Sarsgaard, he acknowledges that it's been toned down in both films by the Hollywood machine.

"It's discouraging to know that when you're trying to make something, you don't have complete freedom. You should be able to share something as it was intended and created. The problem is that the people who are running Hollywood are so old-school, and it's the same as most of our laws today. They're working to please a generation that doesn't even really exist anymore!"

Medicate on that, Hollywood. ■







KZO | Unholy Matrimony Flannel Collaboration S/S 2009



KZO | Unholy Matrimony Flannel Collaboration Preview A/W 2009

K.Z.O. - Standouts to Come



We recently met with the designers from K.Z.O. in New York and had a look at their spring 2009 line. There were some really dope looking pieces, a great use of blue, and some interesting photography influenced outerwear. My favorite two pieces were the photography vest/jacket with removable sleeves and a back flap that can be worn up or down, which drapes half way down to your knees and blue flight jacket. The other really dope item was the photography backpack, complete with all the segments and pockets you could need for lenses, bodies, laptops, and even a pull out, rain-proof cover. Along with a very solid run of flannels, flight jackets, and sweaters, K.Z.O. offers a nice complete package, using originally sho5 35 mm film and chopping it up by hand to create the tags. K.Z.O. is making some noise this fall with their collaboration piece with Brett Westfall and it appears there is only more good to come.



Blogged by Ryan Willms | July 26, 2008 | Contains [Design](#), [Fashion](#)
Tags: [K.Z.O.](#)

Rolling Stone

RACK OBAMA

A New Hope

EXCLUSIVE
Inside his
people-powered
revolution
FORSEMENT
candidate and
call of history

CLARY'S
ST STAND

THE BLACK
ROWES
better and
brawling

APTON &
NWOOD
UNITE



THE HIDEAWAY

Top left, (Hince):
Scarf (\$225) by
Alexander McQueen,
Barneys; shirt
(\$140) by K.Z.O.,
American Rag,
Mosshart: Vest
(\$195) by Converse
by John Varvatos,
select Bloomingdale's.

Rolling Stone Magazine

IMAGE

Sunday, October 5, 2008



MISS ROBERTSON KZO

KZO: The L.A.-based line's Spring collection will make its runway debut at Gen Art's Fresh Faces in Fashion.

Los Angeles Times

GEN ART AT BAT

L.A. Fashion Week's first pitch: It's global and it's green.



CEL JAVIER

BRIGID CATIIS: Vintage fabrics are recycled into eco-friendly pieces in designer Kristan Gerona's line.

By ADAM TSCHEORN
Times Staff Writer

DESPITE past rumblings that emerging-talent showcase Gen Art, one of the more consistent components of Los Angeles' ever-morphing fashion week landscape, might partner with one of the dueling L.A. Fashion Week groups, it's going solo again this year. The two-night event features a fresh crop of new talent, two high-profile hosts and a dedicated eco-friendly night spotlighting green-leaning designers.

Gen Art, which is open to the public (tickets are available at GenArt.org), kicks off Thursday night at the Petersen Automotive Museum with a four-designer, eco-centric runway show hosted by actress Maggie Gyllenhaal (and sponsored by health-snack maker SoyJoy). The lineup includes reworked, recycled and repurposed one-of-a-kind pieces by local labels Brigid Catiis and Popomomo and by West Coast organic-fiber sister acts the Battalion (Chrys and Linda Wong, who focus on bamboo) and Velvet Leaf (Blecky and Laura Carter, who work in 100% certified organic cotton).

The following night, at the same venue, Mandy Moore will host Gen Art's 11th annual Fresh Faces in Fashion, an event that has been the launching pad for such designers as Louis Vuitton and Eduardo Lucero. This season's "faces" include six women's wear designers (Lachen, Maxine Dillon, Namashika, Peonle, Quail and WAYF), along with four accessory brands (Pusan, Laura Kranitz, Jerome C. Rousseau and Azature) and a pair of menswear lines (Wayne Hadly and KZO).

Designer Joel Knoernschild, 29, KZO creative director and founder, is often in the crowd at fashion weeks around the world — we last saw him at the Paris runway debut of fellow Angeleno, friend and collaborator Brett Westfall of *Unholy Matrimony* — and his upscale casual men's line, now in its fourth season, melds those global influences with the SoCal casual aesthetic of his youth.

Knoernschild said the look of the Spring 2009 collection that will mark his runway debut was influenced by the sense of desolation and the longing for freedom embodied by *Manzanar*, the World War II Japanese American internment camp in California's Owens Valley.

The designer, whose heritage is Japanese, German and American, channels that improbable inspiration into a smart-looking, highly engineered traveling-light collection. The result is a handful of denim, lightweight nylon and plaid pieces that look stylish and laid-back but are rife with clever technical details. A dark Japanese selvage denim has darts that form a subtle chevron design at the knees. A purple plaid shirt unzips along the back yoke to reveal a built-in backpack. And a Prada-worthy black nylon multi-pocketed jacket converts into a more traditional photographer's vest.

Primed for a big breakout, KZO is exactly the kind of line that confirms L.A. has a deep bench of designer talent just waiting for the right coach to whistle them onto the playing field.

And once again, Gen Art is poised to throw out the Los Angeles Fashion Week's first pitch.

adam.tschorn@latimes.com

THE 64 GREATEST THINGS ABOUT LA*

Los Angeles

FEATURING:
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AND 55
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«Eric Bana

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BUZZ Style | Tastemaker



Joel Knoernschild

MENSWEAR DESIGNER | AGE: 28 | HOME: DOWNTOWN

Early start: Before he studied art history in Florence, Joel Knoernschild curated art shows and cool-hunted for Hurley, the surf and skate apparel brand cofounded by his father. **Past forward:** KZO, Knoernschild's new "casual-meets-cosmopolitan" line of menswear and accessories, is named after his maternal grandfather, Kazuo. The Z in the logo resembles the one in the entrance sign at Manzanar, where Knoernschild's kin were interned during WWII. But the clothes aren't throwbacks. "You'll find hidden iPod pockets and headphone jacks in our jackets," he says. **Sneaky seams:** Basics contain elements Knoernschild calls "plot twists": Trousers sport discreet French darts that nip the extra fabric at the knee; triangle-shaped pocket closures can be tucked in or worn out. **Party program:** Knoernschild hosts performance art events at the company's downtown headquarters and runs his label like an art collective. For each collection he creates a scrapbook of inspiration, a soundtrack, and a video, which a Tokyo-based quartet of designers translates into clothing patterns. **Now showing:** The spring collection is available at Douglas Fir, 8311 W. 3rd St., L.A., 323-651-5445.



Nylon Magazine

Red, White & True Blue

All things Americana inspire a look for Spring that is anything but traditional. Look for a fresh new take on the classics at the MAGIC Marketplace, Project Global Trade Show, Pooltradeshaw and the Guild to be held Aug. 25-28 in Las Vegas

Click photo to enlarge.



CALIFORNIA
ApparelNews.net
When fashion goes down to Fashion™



K.Z.O.'s cobalt-blue soft nylon "Echo Park" jacket
white cotton "Barracks" tee and Japanese selvage
denim "Central" pant

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RECENT POSTS

- Marijuana
- Michael Bastian gets trashy
- It's like a camera that gets really good

Now at Revolve: the "Immersion" anorak from L.A.-based-line K.Z.O. Designer Joel Knoernschild has a long history of surf fashion—his parents helped bring Billabong to the U.S. and cofounded Hurley—but his own apparel works coast to coast and in between. We can definitely get behind his sportswear's versatility, but a model who resembles Pete Wentz? Not so much. \$233, available at revolveclothing.com

MATTHEW SCHNEIER
Photo: revolveclothing.com

2:08 PM, August 10, 2008

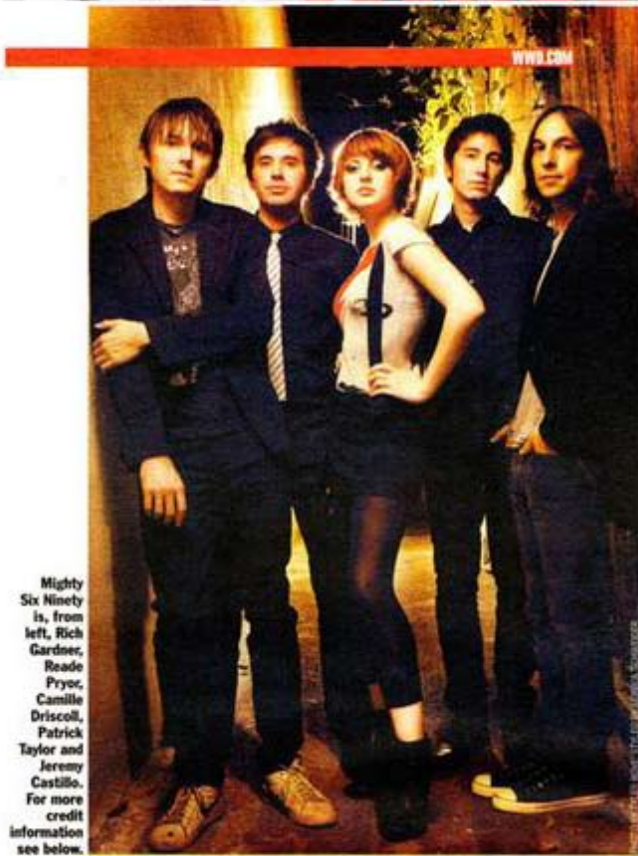
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Men.Style.com

California Apparel News



Rich wears Ann Demeulemeester's jacket, Surface to Air's cotton T-shirt and Casette's cotton jeans. Dior cummerbund; Nike shoes. Reade wears Buckler's cotton shirt and Dries Van Noten's cotton-rayon pants. Band of Outsiders tie; Dolce & Gabbana shoes. Camille wears House of the Gods' cotton T-shirt and Casette's silk-wool-cashmere suspender skirt. Christian Weber boots. Patrick wears Kazuo's cotton shirt and his own jeans. Prada shoes. Jeremy wears Comme des Garçons' velvet jacket, a vintage cotton T-shirt and Cheap Monday's cotton jeans. Converse shoes.





Band | The Frey Music Video wearing ISO Jacket



Band | The Frey



Justin Timberlake



Orlando Bloom



Band | The Shins @ the Grammy Awards



Musician/Producer | Kenna @ the Grammy Awards



Photographed with Kodak PORTRA 400NC and Kodak T-MAX

Bicycle Dreams

Cycling is *so* 21st-century, dude



Hair: Douglas Parks and Bradley Rosen for R TISTIC • Makeup: Nicole Burg • Assistant to Photographer: Jordan Haggard • Models: Amera/Ford Models, Paisley/Ford Models, Monterey/photogenics, Nathan MacMillan, Tanner Hillman, Kyle Barnes, Valentino Morcau

October 17, 2008

→ KZO - Styling the Show for Gen Art



GEN ART:



PRE-SHOW:



October 17, 2008

→ KZO - Styling the Show for Gen Art

K.Z.O. ON THE RUNWAY:



October 17, 2008

KZO - Styling the Show for Gen Art

K.Z.O. ON THE RUNWAY:



FINE!