

45rpm / 45R: made to be lived in

The people, materials and small decisions behind a Japanese wardrobe with character.



SUI GENERIS ARCHIVE

Shirt and label: SKU 100000.
These are photographs of the same garment.

A SMALL LABEL, A BIG STORY

This indigo shirt from our catalog carries a pale “45” and a small red mark on a dark woven label.

Look at the cloth, too: the close-up records a textured weave and stitching around the neckline.

1977
DAIKANYAMA, TOKYO

THE CREATIVE EYE

Yasumi Inoue

Raised in a Hiroshima kimono-shop family, designer Yasumi Inoue brings an eye for cloth, color and everyday life. Her interests in drawing, film and photography also inform the brand’s catalogs.

WHY COLLECTORS LOOK CLOSER

The appeal is in the material: characterful cotton, indigo, irregular yarn and garments that gain expression through wear. The company develops fabric and color as part of design, drawing on a broad vintage archive.

FROM FIBER TO FEEL

01

Cotton

Zimbabwe cotton brings a dry touch; long-fiber Supima can feel softer and smoother.

02

Yarn & cloth

Intentional variation in yarn thickness creates texture across the fabric’s surface.

03

Color & time

Indigo gives the cloth depth. Wear and washing become part of a garment’s appearance.

Research: 45rpm studio, company history (45rpm.jp/en/company/history/) and making philosophy (45rpm.jp/en/). Photography: Sui Generis catalog, SKU 100000. The historical profile is separate from our observations of this garment.

Enjoy a closer look. Catalog observations describe the pieces shown; details vary by period and product. An educational reference, not an authentication verdict. Sui Generis is independent and unaffiliated with 45R.

One house. Several names.

A map of recorded milestones, historical collections and the modern 45R identity.



45R

The current brand identity sits within a longer 45rpm studio story. Collection names, shop names and logos do different jobs.

THE COMPANY'S RECORDED MILESTONES

1977	45rpm studio Begins in Daikanyama, Tokyo.
1978	The first store Company established; Fire Street store opens in Shibuya.
1986	NORTH MARINE DRIVE A men's collection enters the company history.
1991	45rpm studio Denim Line A dedicated denim milestone; the brand's own jeans begin.
2000	R by 45rpm, New York The first overseas store opens under this name.
2017	A new 45R logo The company records a new logo—not a universal garment-label cutoff.

HOW TO READ THE MAP

These entries identify documented roles and launch milestones. They do not establish that every name was a separate diffusion label, or supply closure dates for the historical collections.

Primary source: 45rpm studio company history, 45rpm.jp/en/company/history/. Modern logo: 45R official website. Logo shown for identification. Timeline dates describe company events, not the production year of an individual garment.

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Read the label. Then read the garment.

Three catalog examples show why a brand mark, a textile credit and a denim patch deserve different captions.



TWO “45” LABELS

A pale numeral and a small red detail appear on both catalog examples. The label shape, backing cloth and attachment differ.

- 1 / Indigo shirt, SKU 100000
- 2 / Wool vest, SKU 100012

Compare visible details; these photographs do not establish a production year.



BRAND ≠ CLOTH SUPPLIER

This same 45rpm vest also has a “Fine Cloth by Fox Brothers & Co.” label. That wording credits the fabric maker; it is not another 45rpm line name.

Follow the garment: the vest, the “45” label above and the Fox Brothers label belong to SKU 100012.



A PATCH IS ANOTHER KIND OF MARK

The orange-brown patch on catalog jeans SKU 100014 has a large stylized graphic. It is a different application from a sewn neck label.

Collector’s habit: save the whole item, the brand label, care label, fabric detail and unusual trims together. A close-up becomes more useful when its garment context stays attached.

All photographs: Sui Generis catalog, SKUs 100000 (shirt), 100012 (vest) and 100014 (jeans). Observations describe the pictured items only. Brand names and marks remain the property of their respective owners.

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What goes into the price?

Cotton is the starting point. The yarn, dye, weave and finishing help tell the rest of the story.



SUI GENERIS CATALOG · SHIRT SKU 100000

100% COTTON

ONE FIBER. MANY POSSIBLE FABRICS.

Our shirt’s care label states 100% cotton. That describes the fiber content; it does not specify the cotton source, yarn thickness, weave or amount of finishing work.

The label also describes fading with wear and washing. Photograph the composition and care label together with the garment: useful information often lives on the reverse.

THE DENIM STORY: BUILT FROM THE YARN UP

45R dates its own jeans project to 1991. Its published denim story describes the following choices; specifications vary by model.

01

Cotton & yarn

Zimbabwe cotton gives body and a dry touch. Uneven “6.5-count” yarn combines thicker and thinner areas, contributing to texture and contrasting fades.

02

Indigo & weaving

The described rope-dyeing process repeats dipping and oxidation about 16 times. Slow, low-tension weaving creates an uneven surface and a selvedge edge.

03

Sewing & finishing

The brand describes six sewing-thread types, custom buttons and individually branded horsehide patches. These add distinct steps beyond assembling the cloth.

WHY THAT WORK CAN COMMAND A PREMIUM

Sui Generis perspective: fabric development, repeated dyeing, slow weaving and individual finishing involve specialist work and production time. They help explain premium positioning even when a composition label simply says “cotton.”

Other specialist brands use comparable methods. Price also reflects design and brand positioning; this is context for the premium, not a factory-cost breakdown or a resale-value promise.

Sources: 45R, “Jeans” / denim making story (45r.jp/ja/monozukuri/denim). Composition and care-label photograph: Sui Generis SKU 100000. The denim process is brand research, not a claim about the pictured shirt. Price interpretation: Sui Generis.

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.