

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Rei Kawakubo

Rei Kawakubo began manufacturing and selling womenswear under Comme des Garçons in 1969; the company was established in 1973 and menswear followed in 1978. The house contains many distinct labels—Comme des Garçons, Homme Plus, Homme, SHIRT, PLAY and others—so authentication starts with correctly identifying the sublabel. Key anchors include 1969 brand start, 1973 company establishment, 1978 menswear and 1981 Paris development/presentation. Museum records show the same house using different woven/printed labels across collections, which is why exact sublabel and season context matters.

FOUNDED

1969 (company established 1973)

ORIGIN

Tokyo, Japan

WHY THE DETAILS MATTER

Japanese care and product labels can be highly informative. Museum records document authentic Comme des Garçons garments with alphanumeric style references, COMME des GARÇONS Co., LTD wording, Made in Japan information and AD-year markings on specific period pieces. These are strong comparators for similar items, not universal requirements across every line, factory, country or decade. Read composition, country of origin, company/manufacturer wording, size, care symbols, languages and every product or production reference literally before decoding.

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.

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Names, lines & relationships

Comme des Garçons Founder mainline Women’s conceptual ready-to-wear	1969
Comme des Garçons Homme Plus Founder menswear runway line Conceptual men’s ready-to-wear	1984
Comme des Garçons Homme Men’s commercial line Men’s tailoring and everyday apparel	1978
Comme des Garçons SHIRT Shirt/casual line Shirting, casual apparel and collaborations	1988
Comme des Garçons PLAY Graphic casual line T-shirts, knits, sneakers and casual basics	2002

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Names, lines & relationships · continued

BLACK Comme des Garçons Lower-priced concept line Black-focused apparel and capsules	2009
Comme des Garçons GIRL Women's sub-line Feminine ready-to-wear	2015
Junya Watanabe Designer label Women's and men's designer collections	1992
tao Designer label Women's designer ready-to-wear	2005
Noir Kei Ninomiya Designer label Women's conceptual ready-to-wear	2012

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Names, lines & relationships · continued

Comme des Garçons Parfums Fragrance category Fragrance	1994
Comme des Garçons Wallet Leather-goods category Wallets and small leather goods	

Rei Kawakubo mainline and Homme Plus → Homme, SHIRT, PLAY, BLACK and GIRL → Junya Watanabe, tao and Noir Kei Ninomiya → Parfums and Wallet categories.

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A story in chapters

1969	Comme Des Garcons House origins · Rei Kawakubo
1969	Comme des Garçons Line / house introduction in the cited records
1978	Comme des Garçons Homme Line / house introduction in the cited records
1984	Comme des Garçons Homme Plus Line / house introduction in the cited records
1988	Comme des Garçons SHIRT Line / house introduction in the cited records
1992	Junya Watanabe Line / house introduction in the cited records
1994	Comme des Garçons Parfums Line / house introduction in the cited records

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A story in chapters · continued

2002	Comme des Garçons PLAY Line / house introduction in the cited records
2005	tao Line / house introduction in the cited records
2009	BLACK Comme des Garçons Line / house introduction in the cited records
2012	Noir Kei Ninomiya Line / house introduction in the cited records
2015	Comme des Garçons GIRL Line / house introduction in the cited records

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

COMME des GARCONS Black Cotton Bolero Cardigan

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

COMME des GARÇONS · Made in Japan

02 / HOW TO USE IT

Preserve the exact name shown. Additional words on another piece could identify a different line, so do not shorten every label to the parent house.

03 / WHAT TO CHECK NEXT

This photograph does not show an additional line name or a readable season reference. Check the care label rather than assigning a line from the garment’s appearance alone.

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Research & image credits

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<https://www.comme-des-garcons.com/stores/index.html>

<https://www.vogue.com/brands/comme-des-garcons>

<https://suigenerisconsignment.com/products/comme-des-garcons-black-cotton-bolero>

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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

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