

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Hiroki Nakamura

Hiroki Nakamura established visvim in 2000, developing a product philosophy that combines traditional craft, vintage inspiration and modern material technology. Footwear such as the FBT is foundational, while the brand now spans clothing, bags and accessories with strong attention to fabrics, dyeing and construction. Use 2000 as the brand anchor. Date pieces with official lookbooks, dissertation/product archives, item codes, fabric/dye descriptions and label format. Natural-dye and distressed treatments can create intentional variation between genuine examples.

FOUNDED

2000

ORIGIN

Tokyo, Japan

WHY THE DETAILS MATTER

visvim publishes numeric item/product codes on official product pages and press/lookbook materials. Use the complete code to match exact product, season, material and color. Because a code identifies a model/reference, it should not be described as a unique serial unless specifically documented. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Visvim care label literally before trying to date it.

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.

Names, lines & relationships

visvim

Parent brand / mainline

Menswear, footwear, outerwear, denim, bags and accessories.

WMV

Women's brand within the visvim ecosystem

Women's apparel, footwear and accessories.

VISVIM MOTORS CLUB

2023

Conceptual fashion line

Motorsport-inspired apparel, footwear, gloves and accessories.

CONTRARY DEPT

2020

Conceptual utility-wear brand

Reinterpreted workwear, military and outdoor utility apparel.

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A story in chapters

2000

Visvim

House origins · Hiroki Nakamura

2020

CONTRARY DEPT

Line / house introduction in the cited records

2023

VISVIM MOTORS CLUB

Line / house introduction in the cited records

COLLECTION CONTEXT

Hiroki Nakamura established visvim in 2000, developing a product philosophy that combines traditional craft, vintage inspiration and modern material technology. Footwear such as the FBT is foundational, while the brand now spans clothing, bags and accessories with strong attention to fabrics, dyeing and construction. Use 2000 as the brand anchor. Date pieces with official lookbooks, dissertation/product archives, item codes, fabric/dye descriptions and label format. Natural-dye and distressed treatments can create intentional variation between genuine examples.

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Read the label. Find the details.



THE COMPLETE ITEM

VISVIM Gila Size 10 Beige Suede Moccasin High Top Sneakers

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

visvim · HANDMADE

02 / HOW TO USE IT

Record HANDMADE as wording printed on this example. Photograph the whole label with its attachment and the complete item so that the claim stays in context.

03 / WHAT TO CHECK NEXT

That wording alone does not identify a model or year. Request size and product-reference labels before matching the item to a particular release.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

https://shop.visvim.tv/jp/jp/shop/g/g4548780321848/

https://www.visvim.tv/visvim/

https://www.visvim.tv/about/

https://www.visvim.tv/

https://www.visvim.tv/wmv/

https://www.visvim.tv/dissertation/brands/visvim_motors_club.html

https://www.visvim.tv/dissertation/brands/contrary_dept.html

https://www.visvim.tv/lookbook/

https://suigenerisconsignment.com/products/visvim-gila-size-10-beige-suede-moccasin-high-top-sneakers

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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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