



BEAMS

2018 SPRING/SUMMER
CATALOG MEN AND WOMEN



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BEAMS 2018 SPRING / SUMMER
CATALOG MEN AND WOMEN

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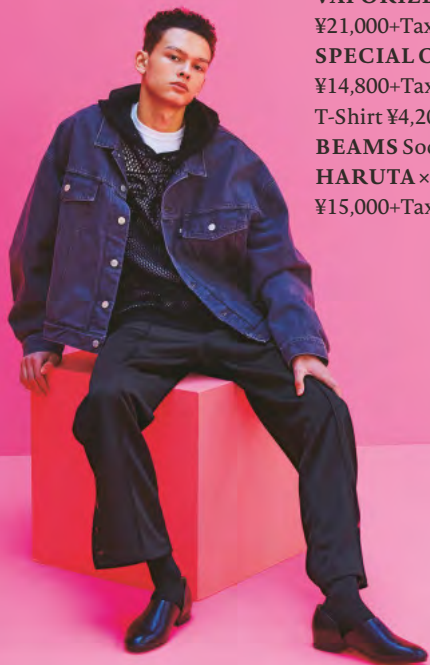
They're New.

KEYWORDS FOR THE UPCOMING SEASON. HERE ARE MEN'S.



(BIG & WIDE)

CHAMPION × BEAMS T-Shirt
¥6,800+Tax, **Sasquatchfabrix. Shorts**
¥34,000+Tax, **BEAMS Cap** ¥4,000+Tax,
NECESSARY ANYWHERE × BEAMS
Socks ¥2,200+Tax, **NEEDLES Shoes**
¥28,000+Tax by BEAMS



VAPORIZE Jacket
¥21,000+Tax, **Pants** ¥18,000+Tax,
SPECIAL ONE × SSZ Parka
¥14,800+Tax, **ROCK T-SHIRT**
T-Shirt ¥4,200+Tax,
BEAMS Socks ¥1,100+Tax,
HARUTA × BEAMS Shoes
¥15,000+Tax by BEAMS



ROTOL Shirt ¥22,000+Tax,
Pants ¥22,000+Tax, **VAPORIZE**
Tank Top ¥5,800+Tax, **BEAMS**
Socks ¥1,400+Tax, **SALOMON**
Sneakers ¥17,000+Tax by BEAMS,
SERGIO TACCHINI × BEAMST
Cap ¥5,000+Tax by BEAMST

COMOLI Pants ¥32,000+Tax,
 tone Half Zip Knit ¥24,000+Tax,
 BEAMS Socks ¥1,400+Tax by BEAMS,
 MOSCOT Sunglasses ¥30,000+Tax,
 ALDEN × BEAMS PLUS Shoes
 ¥112,000+Tax by BEAMS PLUS



Name. Pants ¥27,000+Tax,
 FRED PERRY × BEAMS
 Polo Shirt ¥12,500+Tax,
 VAPORIZE Belt ¥6,000+Tax,
 NEW BALANCE Sneakers
 ¥24,000+Tax by BEAMS



UNUSED Shirt ¥33,000+Tax,
 Pants ¥31,000+Tax,
 BEAMS Parka ¥9,500+Tax,
 Socks ¥1,200+Tax,
 THE NORTH FACE × BEAMS
 Sandals ¥5,300+Tax by BEAMS



SUVSOLE Shoes ¥18,000+Tax, UNUSED Pants
¥31,000+Tax, BEAMS Socks ¥1,800+Tax by BEAMS

(DAD SHOES)



- ◀ NIKE SPORTSWEAR Sneakers ¥8,300+Tax by BEAMS
- ▣ SUVSOLE Shoes ¥21,000+Tax by BEAMS
- SERGIO TACCHINI × BEAMST Sneakers ¥13,000+Tax by BEAMST
- ◻ NIKE SPORTSWEAR Sneakers ¥18,000+Tax by BEAMS
- ▤ NEW BALANCE Sneakers ¥29,000+Tax by BEAMS
- ▥ NEW BALANCE Sneakers ¥27,000+Tax by BEAMS

(MINI BAGS)



[top left]

MANHATTAN PORTAGE × BEAMS
Bag ¥4,800+Tax, ROCK T-SHIRT T-Shirt
¥4,200+Tax, DICKIES × BEAMS Pants
¥9,500+Tax, Cap ¥3,300+Tax by BEAMS

[top right]

WILD THINGS × BEAMS Bag ¥4,500+Tax,
NEEDLES Jacket ¥35,000+Tax,
CAMBER T-Shirt ¥5,800+Tax,
UNUSED Pants ¥100,000+Tax by BEAMS

[bottom]

TA CA Si Bag ¥5,000+Tax,
Name. Shirt ¥27,000+Tax,
ROTOL Pants ¥28,000+Tax by BEAMS



(SPORTSWEAR)

[this page] **adidas Originals** Pullover Jacket ¥15,000+Tax, Sneakers ¥11,000+Tax,
COMOLI Long Sleeve T-shirt ¥18,000+Tax, **UNUSED** Pants ¥26,000+Tax by BEAMS
[opposite page top left] **KAPPA KONTROLL** Pants ¥17,000+Tax by International Gallery BEAMS,
UNUSED Jacket ¥59,000+Tax, **BEAMS** Shirt ¥12,000+Tax, **Dr.MARTENS** Shoes ¥21,000+Tax by BEAMS
[opposite page top right] **CHARI&CO** × **BEAMS** T Baseball Shirt ¥13,000+Tax by BEAMS T,
UNUSED Shirt ¥31,000+Tax, **orslow** Pants ¥19,800+Tax, **orslow** × **BEAMS** Cap ¥8,900+Tax by BEAMS,
ROWING BLAZERS Tie ¥9,000+Tax by BEAMS PLUS
[opposite page bottom] **adidas Originals for BEAMS** Pullover Shirt ¥12,000+Tax,
orslow Hat ¥9,800+Tax, **NECESSARY ANYWHERE** × **BEAMS** Socks ¥2,200+Tax,
TEVA × **BEAMS** Sandals ¥10,800+Tax by BEAMS, **BEAMS PLUS** Pants ¥16,500+Tax by BEAMS PLUS



(OPEN COLLARS)



[left] COMOLI Shirt ¥22,000+Tax, NEEDLES Jacket ¥26,000+Tax, UNUSED Pants ¥26,000+Tax, tone Hat ¥9,000+Tax by BEAMS
[center left] UNUSED Shirt ¥29,000+Tax, Shorts ¥28,000+Tax by BEAMS, BEAMS PLUS Tank Top ¥6,800+Tax by BEAMS PLUS
[center right] STYLE EYES × BEAMS Shirt ¥10,800+Tax by BEAMS
[right] SUN SURF × BEAMS Shirt ¥13,800+Tax by BEAMS

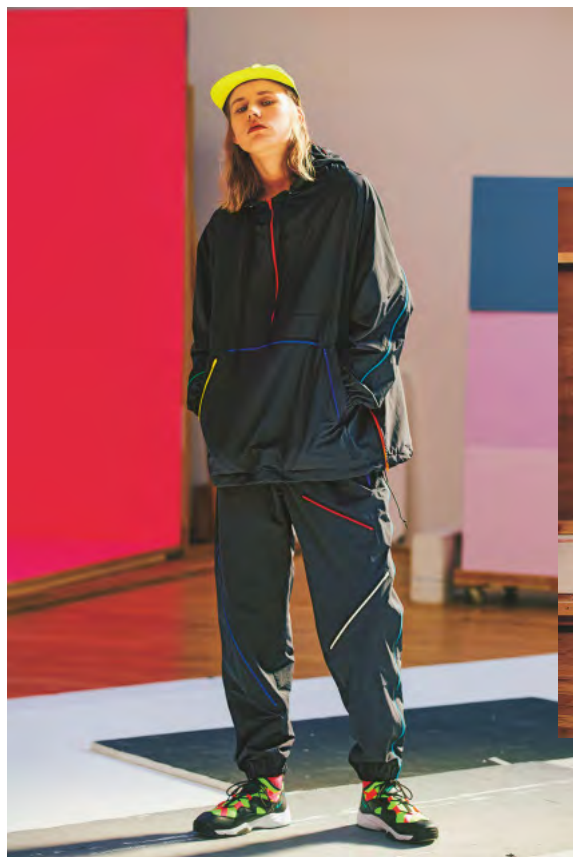


[left] SUN SURF × BEAMS Shirt ¥12,800+Tax by BEAMS
[center left] DOUBLE RAINBOUU Shirt ¥20,000+Tax, VAPORIZE Tank Top ¥5,800+Tax, BOW WOW Tank Top ¥7,000+Tax, adidas Originals for BEAMS
Pants ¥11,000+Tax by BEAMS
[center right] TA CA Si Shirt ¥16,000+Tax by International Gallery BEAMS, ROCK T-SHIRT T-Shirt ¥4,200+Tax, Name. Shorts ¥32,000+Tax by BEAMS
[right] NEEDLES Shirt ¥37,000+Tax, MOUNTAIN RESEARCH Vest ¥22,000+Tax, Shorts ¥23,000+Tax by BEAMS



orslow × BEAMS Shirt ¥16,540+Tax by BEAMS, DUNNO Long Sleeve T-Shirt ¥7,500+Tax by BEAMS T

(LINKING COLORS)



TAC Si Jacket ¥38,000+Tax, Pants ¥29,000+Tax
by International Gallery BEAMS, SERGIO TACCHINI × BEAMS T
Cap ¥5,000+Tax by BEAMST, BEAMS Socks ¥1,200+Tax,
NIKE SPORTSWEAR Sneakers ¥11,000+Tax by BEAMS



Name. Jacket ¥38,000+Tax, MOUNTAIN RESEARCH
Polo Shirt ¥15,000+Tax, DICKIES × VAPORIZE Pants ¥16,800+Tax,
POTEN × BEAMS Cap ¥7,400+Tax, BEAMS Socks ¥1,100+Tax,
MANEBU Shoes ¥15,800+Tax by BEAMS



SSZ Shirt ¥14,800+Tax, LACOSTE × BEAMS T-Shirt ¥8,000+Tax,
INFIELDER DESIGN Hair Band ¥2,800+Tax,
VAPORIZE Belt ¥6,000+Tax by BEAMS,
BEAMS PLUS Pants ¥15,000+Tax by BEAMS PLUS



Name. Polo Shirt ¥20,000+Tax,
GRAMICCI × BEAMS Pants ¥12,000+Tax,
CHAMPION × BEAMS Socks ¥1,200+Tax,
NIKE SPORTSWEAR Sneakers ¥12,000+Tax by BEAMS



MEN'S WEAR

T-shirts
Jackets & Parkas
Long Sleeve T-shirts
Shirts
Track Jackets & Pants
Hoodies & Sweatshirts

T-shirts

1. BEAMS	COLOR Blue×White/Black×White	PRICE ¥7,800+Tax	by BEAMS
2. VAPORIZE	COLOR Burgundy/Black/White	PRICE ¥5,900+Tax	by BEAMS
3. ROTOL	COLOR White/Navy	PRICE ¥12,000+Tax	by BEAMS T
4. BEAMS	COLOR Black/Orange/White	PRICE ¥8,800	by BEAMS
5. LACOSTE × BEAMS	COLOR Orange/Navy/White	PRICE ¥8,000+Tax	by BEAMS
6. tone	COLOR Olive	PRICE ¥13,000+Tax	by BEAMS
7. CAMBER	COLOR Yellow/Orange	PRICE ¥8,800+Tax	by BEAMS
8. BEAMS	COLOR Navy/Green/Orange	PRICE ¥8,000+Tax	by BEAMS
9. CHAMPION × BEAMS	COLOR White/Black/Grey	PRICE ¥7,000	by BEAMS





Jackets & Parkas

1. LACOSTE × BEAMS COLOR White/Black Watch/Navy PRICE ¥24,000+Tax by BEAMS

2. COMOLI COLOR Beige PRICE ¥120,000+Tax by BEAMS

3. THE NORTH FACE PURPLE LABEL × BEAMS COLOR Beige/Charcoal Grey/Navy PRICE ¥25,000+Tax by BEAMS

4. FRED PERRY × BEAMS COLOR Beige/Black PRICE ¥19,500+Tax by BEAMS

5. BEAMS COLOR Green×Gold/Black×Silver PRICE ¥42,000 by BEAMS

6. orslow COLOR Green PRICE ¥21,800+Tax by BEAMS

7. DANIEL W.FLETCHER COLOR White×Blue PRICE ¥62,500+Tax by International Gallery BEAMS

8. DANTON × BEAMS COLOR Navy/Olive PRICE ¥16,800+Tax by BEAMS

9. Sasquatchfabrix. COLOR Orange PRICE ¥45,000 by BEAMS

10. LESLIE JORDAN COLOR World Map PRICE ¥15,000+Tax by BEAMS





Long Sleeve T-Shirts

1. HELLRAZOR × BEAMS T COLOR Beige PRICE ¥6,200+Tax by BEAMS T
2. DUNNO COLOR Black PRICE ¥7,500+Tax by BEAMS T
3. BRAIN DEAD COLOR White/Grey PRICE ¥7,000+Tax by BEAMS T
4. BEAMS COLOR White/Navy PRICE ¥7,900+Tax by BEAMS
5. MOUNTAIN RESEARCH COLOR Navy×White×Grey PRICE ¥18,500+Tax by BEAMS
6. LES CINQ LETTRES. COLOR White PRICE ¥6,500+Tax by BEAMS T
7. BOW WOW × BEAMS COLOR Pink/White PRICE ¥9,000+Tax by BEAMS
8. Sasquatchfabrix.×BEAMS COLOR White/Black PRICE ¥8,000+Tax by BEAMS
9. F-LAGSTUF-F × AIRWALK COLOR Orange/White PRICE ¥11,000+Tax by BEAMS T
10. CHARI&CO × BEAMS T COLOR White/Grey PRICE ¥8,500+Tax by BEAMS T
11. BEAMS COLOR Green/Black/White PRICE ¥5,500+Tax by BEAMS



Shirts

1. AiE × BEAMS	COLOR Black/Blue	PRICE ¥27,000+Tax	by BEAMS
2. BEAMS	COLOR Burgundy/Black	PRICE ¥12,000+Tax	by BEAMS
3. VAPORIZE	COLOR Beige/Green	PRICE ¥14,800+Tax	by BEAMS
4. OLD PARK	COLOR Assort	PRICE ¥18,000+Tax	by BEAMS
5. SSZ	COLOR Stripe Crazy/Grey	PRICE ¥17,000+Tax	by BEAMS
6. POLO RALPH LAUREN	COLOR Blue	PRICE ¥15,000+Tax	by BEAMS
7. NEEDLES	COLOR Purple	PRICE ¥28,000+Tax	by BEAMS
8. tone	COLOR White	PRICE ¥25,000+Tax	by BEAMS
9. UNUSED	COLOR Blue/Black	PRICE ¥27,000+Tax	by BEAMS



Track Jackets & Pants

1. BOW WOW	COLOR Black	PRICE ¥13,000+Tax	by BEAMS
2. DANIEL W.FLETCHER	COLOR Navy	PRICE ¥30,000+Tax	by International Gallery BEAMS
3. VAPORIZE	COLOR Brown/Black	PRICE ¥22,000+Tax	by BEAMS
4. VAPORIZE	COLOR Brown/Black	PRICE ¥18,000+Tax	by BEAMS
5. NEEDLES × BEAMS	COLOR Purple×Yellow/Black×White	PRICE ¥29,000+Tax	by BEAMS
6. NEEDLES × BEAMS	COLOR Purple×Yellow/Black×White	PRICE ¥22,000+Tax	*Socks BEAMS PRICE ¥1,890+Tax by BEAMS
7. ROTOL	COLOR Yellow	PRICE ¥24,000+Tax	by BEAMS
8. adidas Originals	COLOR Black/Navy	PRICE ¥9,990+Tax	by BEAMS
9. KAPPA KONTROLL	COLOR Red/Black	PRICE ¥17,000+Tax	by International Gallery BEAMS





Hoodies & Sweatshirts

1. **BOW WOW** COLOR Assort PRICE ¥16,000+Tax by BEAMS

2. **SSZ** COLOR Grey/White PRICE ¥12,800+Tax by BEAMS

3. **SAYHELLO** COLOR Blue/Grey PRICE ¥13,000+Tax by BEAMS T

4. **BEAMS** COLOR Orange/Black PRICE ¥9,800 by BEAMS

5. **adidas Originals** COLOR White/Black PRICE ¥7,990+Tax by BEAMS

6. **Name.** COLOR Green PRICE ¥25,000+Tax by BEAMS

7. **BEAMS** COLOR Green/Blue/Grey/Pink PRICE ¥9,500+Tax by BEAMS


8. **VAPORIZE** COLOR Khaki/Burgundy/Orange PRICE ¥13,500+Tax by BEAMS

She's New Too.

KEYWORDS FOR THE UPCOMING SEASON. HERE ARE WOMEN'S.



(PLAY WITH COLORS)



Name. Parka ¥23,000+Tax, Ray BEAMS Sheer knit ¥11,000+Tax, Overalls ¥13,000+Tax, Bag ¥4,900+Tax, by Ray BEAMS, CLERGERIE Sandals ¥65,000+Tax by International Gallery BEAMS

JOHN LAWRENCE SULLIVAN Skirt ¥34,000+Tax
by International Gallery BEAMS, RBS Pullover Shirt ¥14,000+Tax,
Ray BEAMS High Basic T-shirt ¥5,800+Tax, Socks ¥1,800+Tax,
Sandals ¥15,800+Tax by Ray BEAMS



Ray BEAMS Dress ¥12,000+Tax,
Hair Accessory ¥2,000+Tax,
Yuumi ARIA Blouse ¥31,000+Tax
by Ray BEAMS



VEIL Sweatshirt ¥8,500+Tax, Ray BEAMS
Sheer Skirt ¥13,500+Tax, Pants
¥12,000+Tax by Ray BEAMS, BEAMS BOY
Earrings ¥1,800+Tax by BEAMS BOY

KEYWORDS FOR THE UPCOMING SEASON.
HERE ARE WOMEN'S.

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(ASYMMETRY)



[top left] AKIRA NAKA Pullover Knit ¥44,000+Tax by International Gallery BEAMS, LEVI'S® Pants ¥10,000+Tax, SOPHIE MONET × Ray BEAMS Pierced Earrings ¥13,000+Tax by Ray BEAMS, Boston Leather Belt ¥8,800+Tax by BEAMS BOY
[bottom left] WMWM Shirt ¥25,500+Tax, Ray BEAMS Pants ¥14,000+Tax, KLAMIR Pierced Earrings ¥6,500+Tax by Ray BEAMS
[top right] Ray BEAMS Camisole ¥9,500+Tax *2set by Ray BEAMS, maturely Skirt ¥25,000+Tax by BEAMS BOY
[bottom right] steventai Camisole ¥31,500+Tax, Ray BEAMS Shirt ¥11,000+Tax, Name. Pants ¥27,000+Tax, Amb Sneakers ¥23,000+Tax by Ray BEAMS

leur logette Pullover Shirt ¥29,000+Tax, CLERGERIE Sandals
¥65,000+Tax by International Gallery BEAMS, Ray BEAMS Dress
¥13,000+Tax, Socks ¥1,800+Tax, VEIL Cap ¥5,000+Tax by Ray BEAMS,
CAROLINA GLASER Skirt ¥13,000+Tax by CAROLINA GLASER



(POLKA DOTS)



(MULES)

[top] **CLERGERIE** Sandals ¥77,000+Tax by International Gallery **BEAMS**, **RBS** Sheer Gilet ¥16,000+Tax, Gilet ¥44,000+Tax, **Ray BEAMS** Pants ¥11,000+Tax by Ray **BEAMS**

[bottom] **FABIO RUSCONI** Sandals ¥28,000+Tax, **NOMA t.d.** Dress ¥42,000+Tax by Ray **BEAMS**, **NEEDLES × BEAMS BOY** Pants ¥20,000+Tax by **BEAMS BOY**

(WAIST BAGS)



Ray BEAMS Bag ¥6,900+Tax,
VELL T-shirt ¥5,500+Tax by Ray BEAMS,
FWK by ENGINEERED GARMENTS Dress ¥28,000+Tax,
BEAMS BOY Necklace ¥7,800+Tax by BEAMS BOY



YAHKI Bag ¥13,800+Tax, Ray BEAMS Jacket ¥14,000+Tax,
WMWM Pants ¥50,000+Tax,
KLAMIR Necklace ¥9,800+Tax by Ray BEAMS,
maturely Camisole ¥11,000+Tax by BEAMS BOY



Ray BEAMS Bag 5,900+Tax *each item, sawa takai Jumpsuit
¥62,000+Tax, JACKSON MATISSE T-shirt ¥9,800+Tax,
L'INDO CHINEUR Ring ¥1,600+Tax *each item, miista
Sandals ¥24,000+Tax by Ray BEAMS, BEAMS BOY Bangle
¥3,900+Tax by BEAMS BOY



mista Sandals ¥33,000+Tax,
RBS Skirt ¥22,000+Tax by Ray BEAMS



Ray BEAMS Jacket ¥18,000+Tax, Pants
¥12,000+Tax, Highlow Jewelry × Ray BEAMS
Pierced Earrings ¥9,300+Tax, THE Dallas
Bag ¥23,000+Tax *this belt is stylist's own
FABIO RUSCONI Sandals ¥28,000+Tax
by Ray BEAMS, JOHN LAWRENCE SULLIVAN
Shirt ¥26,000+Tax by International Gallery BEAMS,
BEAMS BOY Wear Collars Blouse ¥13,800+Tax
by BEAMS BOY

(CHECKS)



Yuumi ARIA Shirt ¥31,000+Tax, KLAMIR Necklace ¥17,000+Tax by Ray BEAMS,
les Briqu'a Braque × BEAMS BOY Dress ¥39,000+Tax by BEAMS BOY

(SEE-THROUGH)



beautiful people Tote Bag ¥12,000+Tax *each item by Ray BEAMS,
FWK by ENGINEERED GARMENTS Dress ¥28,000+Tax by BEAMS BOY



Ray BEAMS Cardigan ¥13,000+Tax,
RBS Camisole ¥15,000+Tax by Ray BEAMS,
BEAMS BOY Pants ¥15,800+Tax
by BEAMS BOY



08sircus × Ray BEAMS Dress ¥64,000+Tax,
FACETASM Parka ¥42,000+Tax,
Ray BEAMS Pullover Shirt ¥9,500+Tax,
RBS Pants ¥18,000+Tax,
Otro Accesorio Pierced Earrings ¥3,600+Tax,
FABIO RUSCONI Sandals ¥28,000+Tax by Ray BEAMS



Ray BEAMS Shoes ¥14,000+Tax by Ray BEAMS,
NEEDLES × BEAMS BOY Dress ¥23,000+Tax by BEAMS BOY



WOMEN'S WEAR

Coats & Jackets

T-shirts

Skirts

Trousers

Blouses

Dresses

Coats & Jackets

- | | | | | |
|---------------------------------|-----------------------|-------------------|------------|--------------------------------|
| 1. Ray BEAMS | COLOR Blue/Light Blue | PRICE ¥14,000+Tax | *each item | by Ray BEAMS |
| 2. COATE | COLOR Yellow/Beige | PRICE ¥78,000+Tax | | by International Gallery BEAMS |
| 3. TAILOR TOYO × BEAMS BOY | COLOR Pink | PRICE ¥32,000+Tax | | by BEAMS BOY |
| 4. maturely | COLOR Red/Black | PRICE ¥40,000+Tax | | by BEAMS BOY |
| 5. beautiful people × Ray BEAMS | COLOR Beige | PRICE ¥97,000+Tax | | by Ray BEAMS |
| 6. Chika Kisada | COLOR Ivory | PRICE ¥82,000+Tax | | by Ray BEAMS |





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T-shirts

1. BEAMS BOY COLOR Yellow/Blue/Navy PRICE ¥6,300+Tax by BEAMS BOY

2. Name. x Ray BEAMS COLOR Blue PRICE ¥10,000+Tax by Ray BEAMS

3. mmts COLOR Black PRICE ¥5,800+Tax by mmts

4. LACOSTE x BEAMS BOY COLOR Red/Black/Navy PRICE ¥8,000+Tax by BEAMS BOY

5. ENGINEERED GARMENTS x BEAMS BOY COLOR Grey/Black PRICE ¥14,000+Tax by BEAMS BOY

6. NAIJEL GRAPH x Ray BEAMS COLOR White PRICE ¥4,500+Tax by Ray BEAMS

7. GOOD ROCK SPEED COLOR Black PRICE ¥4,800+Tax by Ray BEAMS

8. CHAMPION x BEAMS BOY COLOR Grey/Navy/White PRICE ¥5,800+Tax by BEAMS BOY

9. Barbara Kruger COLOR White PRICE ¥5,000+Tax by Ray BEAMS

10. BEAMS BOY COLOR Navy/Grey/White PRICE ¥3,800+Tax by BEAMS BOY

11. South for F COLOR 7types PRICE ¥8,000+Tax *each item by Ray BEAMS

Skirts

1. Ray BEAMS	COLOR	Beige/Green	PRICE	¥8,800+Tax	by Ray BEAMS
2. Ray BEAMS	COLOR	Blue×Light Blue	PRICE	¥11,500+Tax	by Ray BEAMS
3. 77 circa	COLOR	Navy×Flower *assort	PRICE	¥36,000+Tax	by Ray BEAMS
4. sawa takai	COLOR	Navy×Green	PRICE	¥31,000+Tax	by Ray BEAMS
5. NEEDLES × BEAMS BOY	COLOR	Pink/Olive	PRICE	¥24,000+Tax	by BEAMS BOY
6. BEAMS BOY	COLOR	Blue/Red	PRICE	¥12,800+Tax	by BEAMS BOY

1



2



3



4



5



6





Trousers

1. SUN SURF × BEAMS BOY COLOR Yellow/Navy PRICE ¥13,800+Tax by BEAMS BOY

2. Ray BEAMS COLOR Red/Navy PRICE ¥12,000+Tax *Sandals Ray BEAMS PRICE ¥15,800+Tax by Ray BEAMS

3. Ray BEAMS COLOR Navy/Pink PRICE ¥12,000+Tax by Ray BEAMS

4. Yuumi ARIA × Ray BEAMS COLOR Olive *assort PRICE ¥28,000+Tax by Ray BEAMS

5. Name. COLOR White/Indigo PRICE ¥27,000+Tax by Ray BEAMS

6. BEAMS BOY COLOR Beige/Blue PRICE ¥14,800+Tax by BEAMS BOY

7. ISA ARFEN COLOR Green PRICE ¥77,000+Tax by International Gallery BEAMS

8. Ray BEAMS COLOR Black/Beige PRICE ¥14,000+Tax by Ray BEAMS



Blouses

1. OZ CREATION × BEAMS BOY	COLOR Yellow/Red	PRICE ¥9,800+Tax	by BEAMS BOY
2. maturely	COLOR Pink/Light Blue	PRICE ¥20,000+Tax	by BEAMS BOY
3. ISA ARFEN	COLOR White	PRICE ¥68,000+Tax	by International Gallery BEAMS
4. Ray BEAMS	COLOR Black/Off White	PRICE ¥12,000+Tax	by Ray BEAMS
5. Ray BEAMS	COLOR Stripe/Black/White	PRICE ¥9,500+Tax	by Ray BEAMS
6. VIKA GAZINSKAYA	COLOR Ochre×White	PRICE ¥100,000+Tax	by International Gallery BEAMS
7. CAROLINA GLASER	COLOR White/Purple	PRICE ¥12,000+Tax	by CAROLINA GLASER
8. Ray BEAMS	COLOR Red/Brown/Navy	PRICE ¥11,000+Tax	by Ray BEAMS



Dresses

1. CAROLINA GLASER	COLOR Blue×Red/Pink×Orange	PRICE ¥22,000+Tax	by CAROLINA GLASER
2. 77 circa × Ray BEAMS	COLOR Black *assort	PRICE ¥28,000+Tax	by Ray BEAMS
3. Ray BEAMS	COLOR Blue/Black/Yellow	PRICE ¥12,000+Tax	by Ray BEAMS
4. BEAMS BOY	COLOR Black/Navy	PRICE ¥15,800+Tax	by BEAMS BOY
5. maturely	COLOR White/Red	PRICE ¥26,000+Tax	by BEAMS BOY
6. STYLE EYES × BEAMS BOY	COLOR Pink/Black	PRICE ¥16,000+Tax	by BEAMS BOY
7. RBS	COLOR Brown/Blue	PRICE ¥22,000+Tax	by Ray BEAMS





MIX IN TOWN

BEAMS 2018 SPRING / SUMMER

(opposite page) **UNUSED** Blouson ¥42,000+Tax, **NEEDLES × BEAMS** Pants ¥22,000+Tax, **Dr.MARTENS** Shoes ¥21,000+Tax by *BEAMS*,

F-LAGSTUF-F × AIRWALK Long Sleeve T-shirt ¥11,000+Tax by *BEAMS* T, **STANDARD SUPPLY × BEAMS** Bag ¥5,500+Tax by *bPr BEAMS*

(this page) **REMI RELIEF** Shirt ¥18,000+Tax, **Ray BEAMS** Pants ¥12,000+Tax, Pierced Earrings ¥3,000+Tax, Belt ¥3,200+Tax, **L'INDO CHINEUR** Bangle ¥3,800+Tax *assort, **cult gaia** Bag ¥36,000+Tax, **PLAKTON** Sandals ¥10,800+Tax by *Ray BEAMS*

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Barbara Kruger T-shirt ¥5,000+Tax, **Ray BEAMS** Pants ¥12,000+Tax, Shoes ¥12,800+Tax, **THE Dallas** Earrings ¥10,000+Tax
*assort by Ray BEAMS, BEAMS BOY Bangle ¥4,000+Tax, ¥2,500+Tax (right hand top, bottom) by BEAMS BOY



tone Shirt ¥21,000+Tax,
BEAMS Pants ¥10,000+Tax, Belt ¥2,100+Tax, Socks ¥1,890+Tax,
CONVERSE Sneakers ¥12,000+Tax,
STANDARD SUPPLY × **BEAMS** Bag ¥3,800+Tax by **BEAMS**



ROTOL Shirt ¥22,000+Tax, **BOW WOW** Long Sleeve T-shirt ¥9,000+Tax, **tone** Pants ¥30,000+Tax, **VANS** Sneakers ¥9,500+Tax, **STANDARD SUPPLY × BEAMS** Bag ¥3,800+Tax, **BEAMS** Socks ¥1,890+Tax by *BEAMS*



CAL O LINE T-shirt ¥7,000+Tax, **Name.** Skirt ¥42,000+Tax, **L'INDO CHINEUR** Pierced Earrings ¥3,000+Tax *assort,
Ray BEAMS Bag ¥5,900+Tax, **FABIO RUSCONI** Sandals ¥31,000+Tax by Ray BEAMS, **orslow** × **BEAMS BOY** Shirt ¥13,750+Tax,
BEAMS BOY Bangle ¥4,000+Tax, ¥2,500+Tax (left hand top, bottom) by BEAMS BOY



Ray BEAMS Blouse ¥11,000+Tax, Pierced Earrings ¥3,000+Tax, Belt ¥3,200, Sandals ¥15,800+Tax, **LEVI'S®** Pants ¥10,000+Tax by Ray BEAMS



BEAMS Jacket ¥19,000+Tax, Sweatshirt ¥9,800+Tax, Pants ¥12,800+Tax, **NIKE SPORTSWEAR** Sneakers ¥8,300+Tax by **BEAMS**



(opposite page) **CHAMPION** * **Ray BEAMS** Parka ¥9,500+Tax, **Ray BEAMS** Tulle Skirt ¥8,500+Tax, Pants ¥5,500+Tax, Pierced Earrings ¥7,000+Tax, **TOGA** * **SUICOKE** Sandals ¥29,000+Tax by **Ray BEAMS**
(this page) **Sasquatchfabrix**. Shirt ¥42,000+Tax, Long Sleeve T-shirt ¥7,500+Tax, **tone** Pants ¥30,000+Tax, **NIKE SPORTSWEAR** Sneakers ¥9,000+Tax by **BEAMS**





MIX IN TOWN



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(opposite page) **BEAMS** Vest ¥12,800+Tax, Belt ¥2,100+Tax, Socks ¥1,890+Tax, **AiE** Shirt ¥26,000+Tax, Pants ¥33,000+Tax, **BOW WOW** Long Sleeve T-shirt ¥9,000+Tax, **adidas Originals** Sneakers ¥17,000+Tax by **BEAMS**
(this page) **LEVI'S®** Pants ¥10,000+Tax, **Ray BEAMS** Sandals ¥15,800+Tax by **Ray BEAMS**



UNUSED Blouson ¥42,000+Tax,
NEEDLES x BEAMS Pants ¥22,000+Tax by *BEAMS*,
F-LAGSTUF-F x AIRWALK Long Sleeve T-shirt ¥11,000+Tax by *BEAMS* T,
STANDARD SUPPLY x BEAMS Bag ¥5,500+Tax by *bPr BEAMS*



Ray BEAMS Jacket ¥12,000+Tax, Shoes ¥14,000+Tax,
Name. × Ray BEAMS T-shirt ¥10,000+Tax,
RBS Pants ¥24,000+Tax,
WIFFLE Bag ¥5,000+Tax by **Ray BEAMS**



(this page) **RBS** Blouse ¥20,000+Tax, **Dead Feelings** T-shirt ¥10,000+Tax,
L'INDO CHINEUR Pierced Earrings ¥3,000+Tax *assort by Ray **BEAMS**
(opposite page) **NIKE SPORTSWEAR** Sneakers ¥8,300+Tax by **BEAMS**

MIX IN TOWN

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(opposite page) **Ray BEAMS** Shirt ¥11,000+Tax, Pants ¥12,000+Tax, Socks ¥1,800+Tax, Shoes ¥12,000+Tax, **NOMA t.d.** T-shirt ¥7,000+Tax, **THE Dallas** Earrings ¥10,000+Tax *assort by Ray **BEAMS**
 (this page) **ROTOL** Blouson ¥36,000+Tax, **FRED PERRY** × **BEAMS** Polo Shirt ¥12,500+Tax, **OLD PARK** Pants ¥14,000+Tax, **KAVU** × **BEAMS** Cap ¥6,000+Tax, **BEAMS** Belt ¥2,100+Tax, Socks ¥1,200+Tax by **BEAMS**, **F-LAGSTUF-F** × **AIRWALK CLASSICS** Sneakers ¥13,800+Tax by **BEAMS** T, **STANDARD SUPPLY** × **BEAMS** Bag ¥5,500+Tax by **bPr BEAMS**





(opposite page) **BEAMS** T-Shirt ¥7,800+Tax, Pants ¥12,800+Tax, Belt ¥2,100+Tax, **Reebok CLASSIC** Sneakers ¥14,000+Tax by **BEAMS**, **STANDARD SUPPLY** × **BEAMS** Bag ¥5,500+Tax by **bPr BEAMS**
 (this page) **RBS** Blouse ¥20,000+Tax, **Dead Feelings** T-shirt ¥10,000+Tax, **Ray BEAMS** Pants ¥11,000+Tax, Sandals ¥15,800+Tax, **L'INDO CHINEUR** Pierced Earrings ¥3,000+Tax *assort by **Ray BEAMS**,
 *U.S. Army Dead Stock Belt ¥2,800+Tax by **BEAMS BOY**



artwork **KAZUMA OGATA**

1

Untitled, 2018

Wooden Radder, Water Bottle,
Sneaker by Gregory x New Balance x Beams Plus (fig.j)

36 × 19 × 10 inches

Presentations

May I Help You? Let's Talk about Some Trendy Items Without Any Hesitation.

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fig.a



FRED PERRY × BEAMS Polo Shirt
¥12,000+Tax by BEAMS

a この世の男子はあまねく、人生でポロシャツを3度は着ることになると聞いたことがあります。初めてテニスでミックスダブルスを組むときと、恋人の実家に行くときと、夏に砂浜で乗馬をするとき。なるほど、印象論かもしれませんが、ポロシャツってそういう感じ。スポーティなのに品もあって、ちょっとヨユウがある感じ。ガールフレンドのはにかんだ笑顔がちらついたり。だからでしょうか。鹿の子のポロシャツはいつだって人気で、定番といわれるものは、キリがないほどいろいろありますが、この春は月桂冠のマークのをいかが。なぞって、7型も別注していますから。襟の形（スタンダードとミニ）、襟の色（裏がネオンカラー）、素材（鹿の子とシャツ生地）さらにイギリス製のものなどなど。どれも見た目は襟に2本のラインが入った、ベーシックな〈フレッドペリー〉のポロシャツですが、ちょっとしたアレンジ具合がちょうどいいのかも。なんていうか、オープンカーで彼女とドライブするときなんかにぴったり。イメージですが。

It is said that every boy in this world ends up wearing a polo shirt at least three times in his life. When he plays his first mixed double tennis match, when he visits his girlfriend's parents house, and when he rides a horse on the beach in summer. Indeed, polo shirts do evoke such images, though it may just be an assumption. Sporty but classy, and keeping composure. I can imagine his girlfriend occasionally shows bashful smiles. That explains why. The cotton pique polo shirts are always popular and there are numerous options of must-haves. So for this spring, why not choose the one with the Laurel wreath logo? The reason? Because we will have 7 different exclusive styles in stores. Designs of the collar (standard and mini), colorways of the collar (back side in neon color), material (cotton pique, and shirt fabric), and those made in UK etc. These all have the same collar style with two lines, just like the basic Fred Perry polo shirts, but have just the right amount of tweak to it. It's something that would be perfect on a date with your girlfriend in a convertible. It's just a thought though.

fig.b



maturely Rib Knit Camisole ¥11,000+Tax
*each item by BEAMS BOY

b キャミソールを着られる。それって夏あたりのオンナの特権です。Tシャツでもタンクトップでも、ましてや堅苦しいワイシャツでもなくて、キャミソール。涼しげでレイヤードも楽しめて、モノ次第では上品にも、色っぽくもなれる。なかなかこんな服ってありません。二の腕のコンディションは気になるけど。先シーズンからスタートした〈マチュアリー〉には、ハイゲージで編んだリブニットのそれがあります。メインの素材はコットン72%とシルク19%。肌触りがよくしなやかで、吸湿と保温の作用があって、さらに品のいい光沢も。わざわざに入ったサイドのスリットや、あえて長くとられたショルダーリボンが、ときどき、妙にセクシーだったりすることもある。いろんな着かたもできて、デイリーに活躍する。いずれはきっと、ブランドのスタンダードに、なるのかも。将来のことはわかりませんが、そのくらいあると便利なのは確かです。もちろん、万全な二の腕があってこそですが。

Wearing a camisole in the summer season is a privilege of being a woman. Not a T-shirt, a tank, nor a serious looking shirt, but a camisole. It's breezy, can be a baselayer, and can be stylish or even sexy depending on the style. You don't find versatile items like this so often, although you do have to mind how your upper arms will show when you wear it. Maturely, started in the previous season offers a rib knit camisole in a fine gauge. The main material used is 72% cotton, and 19% silk. It feels soft and supple, absorbs and maintains moisture, and has a subtle gloss. The understated slit on the sides and the shoulder ribbon deliberately made long gives occasional sexy mood. It's great for everyday, as you can wear it anyway you like. It may become one of the classic items of the brand in the fu-

ture. Nothing is definite, but that's how much useful this item can be. Of course it depends on how great your upper arms look though.



BEAMS PLUS Double Pleated
Chino Pants ¥12,000 + Tax
by BEAMS PLUS

あ、なんてことだ。このチノパンにはタックが入ってる。それも2本も！とは今やもう誰も驚かないはず。いやむしろ、ツータックじゃなきゃモノ足りないという通な人もいらっしゃるんじゃないですか？〈ビームス プラス〉のツータックのチノパンは、それくらいスタンダードなアイテムです。もしタックが何かわからなければ、グーグルで画像検索をどうぞ。ちなみに、英語で「Two Tuck」はあんまり使いません。ドクターストップやペーパードライバーと同じくたぶん和製英語。「Double Pleated」（だぶる・ぶりーっていっど）が正解のようです。この名称ならピンとくるでしょうか。とにかく。形がストレートとは違います。ヒップや太ももまわりはゆったりして、ひざ下からはグッとテーパード。だからワイドなはき心地なのに、裾さばきもいいんです。あんまり知られてないかもしれませんが、このパンツはハイウエストでも、腰を落としてはいても、どっちでもサマになるように設計されていて、さらに、裾上げ不要のレングスにもなっています。生地のオンスも厚すぎず薄すぎず。テロテロでもなくゴワゴワでもない。これを絶妙と言わずして、なんと言いましょ。まあ、ちょうどいいとか、いい塩梅とか、モア・ザン・ベターとかって言ってもいいんですけど。

Nowadays, no one would be surprised to see a pleated finish on a pair of chino pants, let alone be shocked to see a double pleated finish. Rather, a fashion-savvy person would not be happy with a single pleat. Double Pleated Chino Pants by BEAMS PLUS, are as standard items as that. If you are unfamiliar with what pleats are, go ahead and Google images. By the way, Japanese call such details “Two Tuck” pants, but it's one of those Japan-glish, like “Doctor stop” and “Paper driver”. The correct term is “Double Pleated”. Now does it ring a bell? Anyway the fit is not straight. It's loose around the hip and thigh, but tapered from knee down. That is why it's wide shaped but the hem never gets in the way. Not everyone knows these pants are specifically designed to be worn high waist, or slightly sagged. Also no hemming is required as it's perfectly cut. The fabric weight is also carefully chosen, not too light nor too heavy. Neither flimsy nor bulky. It's nothing but superb. Just right, in great balance, or maybe “more than better” is the best word to describe it.



Ray BEAMS Line
Socks ¥1,600+Tax,
Dot Socks ¥1,500+Tax,
Frill Socks ¥1,600+Tax
by Ray BEAMS

たまにいませんか？ 派手な服が異常に似合う女の子。年齢や格好や顔の造作もまちまちで、共通するような条件みたいなもの

ってあまり見当たらない。それでも、しいて言うなら、だいたいカワイイ。それくらいで。ある日突然そうなったのか、じわじわ似合うように育ったのか、それとも生まれつきか。来し方は想像もつきませんが、ひとつだけ言えることは、実際に着てみないとわからないということ。なんとなく似合いそー、とかはあるかもしれないけれど、異常に似合うかどうかは、やっぱり着てみなくては。なので、どうですか？ 派手な靴下。服よりはだいぶ手軽ですし。〈レイ ビームス〉は柄も色もデザインも、けっこう揃ってます。総柄のものは、つま先までちゃんと柄が入っていたり。夢に出て来そうなくらい、派手めのソックスが多彩すぎる。きっとお気に入りを見つけていただけるはずです。お試しいただければ、派手な色柄が異常に似合うかもわかるはず。仮にそこそこくらいだったとしても、着続けると、意外とどうでしょう。

There are some girls who can perfectly pull off a flashy outfit. They usually have nothing in common; different age, height, and they all look different. The only thing they have in common is that they are all pretty. That's pretty much it. Whether they became like that over night, or gradually grew up to be one, no one knows. Maybe they were born that way. Although I have no idea how it happened, one thing I can say is that you have to actually try it on to see it. You may think it would look good on you, but you'll never know if it will look perfect on you until you try it on. So why don't you give it a try? A pair of flashy socks; it's much easier than pulling off a whole flashy outfit. Ray BEAMS has a pretty good selection of colors, patterns, and designs. The patterned socks have patterns all the way down to the tip of the toe. There are so many flashy pairs of socks, you might end up dreaming it at night. I'm sure you will find your favorite pair, and if you give it a try, you will see how you actually look great in those. If you happen to look not so perfect in them, well, it may grow on you eventually if you keep on wearing them, maybe.

UMBRO x Diaspora Skateboards Long
Sleeve T-shirt ¥12,000+Tax by BEAMS T



80～90年代にサッカーに入れあげてた人なら、おわかりいただけると思います。〈アンブロ〉ってカッコイイ。母国のイングランドやスコットランド代表の当時のジャージはもちろん、カントナのいたマンチェスターUにリトマネンがいたアヤックス。あのダブルダイヤモンドのロゴには、派手さはないですが、どこか特別な魅力があります。メッシじゃなくてオーウェン、CR7じゃなくてルーニーみたいな。ゲストデザイナーも過去にはピーター・サヴィルがいたりして。この感じ、わかりますか？ スーパーな派手さはないけれど、シブい。しっかり止めて、しっかり蹴る。そんな感じなのです。あるいは、このアイテムもその系譜につらなるものかもしれません。〈ビームスT〉で限定発売する、〈ディアスポラ スケートボード〉とのコラボレーション。東京のリアルスケーターたちが、スケボーブランドとして日本初の取り組みを実現しました。その成果が、シンプルだけどグラフィックがきいていて、いかにもイングランドな感じの、白いフットボールシャツ。それから、オールドスクールなブラックのウィンドブレーカーの上下です。90年代の練習着なんかで使われていた、ダイヤが3つ重なる「PRO TRAINING」のタグまでついています。これもシブい。

If you were a soccer enthusiast in the 80's and the 90's, you would agree with this. UNBRO is cool. It's the uniform brand used by the teams representing England and Scotland, as well as Manchester United where Eric Cantona used to play, and Ajax where Jari Litmanen played. The double diamond logo is not flamboyant but has a distinct charm to it. Its like Michael Owen, not Lionel Messi, or Wayne Rooney, not CR7. Also, in

artwork
2 **KAZUMA OGATA**

Untitled, 2018

Plastic Bucket, Mesh Tops by Beaufille (fig.g),
Rib Knit Camisole by Maturely (fig.b)

36 × 15 × 11 inches

artwork
3 **KAZUMA OGATA**

Untitled, 2018

Plastic Spray Bottle,
Sock by Ray Beams (fig.d)

13.5 × 5 × 3 inches



the past, Peter Saville was appointed as a guest designer. Do you see what I mean? It's not super flashy, but refined. Its like trapping the ball perfectly and giving it a good kick. Or maybe, this item falls under the same pedigree. Limited edition of BEAMS T, a collaborated item with Diaspora Skateboards. It's a first ever project executed with the real skaters in Tokyo. The white football shirt with simple yet attractive graphics, representing an England style. The old school black windbreaker setups are the result of it. It even has the PRO TRAINING tag, which used to be attached to the training wears in the go's which is also another cool feature.



憶えてますか？ 文字盤がミラー反転したネイビーとカーキのミリタリーウォッチ。一昨年の春に発売して、あっという間に売り切れてしまった、あれです。〈エンジニアド ガーメンツ〉と〈タイムックス〉と〈ビームス ボーイ〉のコラボレーション。80 年代の人気モデルを忠実に再現した『オリジナルキャンパー』をベースに、普通じゃない遊び心がミックスされています。だって、ブランドロゴまで反転してるんですから。それがこの春、モノトーンで待望の復活です。なぜって、〈ビームス ボーイ〉設立 20 周年のアニバーサリーイヤー。これくらいスペシャルなニュースがあっても驚かないください。さらに前回にはなかった、ミラー反転仕様のウェアも新たに追加されました。シャツやフーディから、仕上がりがちっと想像つかないブレザーまで。これにはちょっと驚いてください。

Do you remember that khaki military type watch with a mirrored face? The watch launched two springs back, and sold out as soon as it was released. A collaboration of ENGINEERED GARMENTS, TIMEX, and BEAMS BOY. The "Original Camper", a carefully reproduced model from the 80's, as the base with a mix of extraordinary twist. You see, even the brand logo is backward facing. This spring, this very model will come back in a new black colorway. Why? Because, BEAMS BOY is celebrating its 20th anniversary this year. Don't be surprised to hear special news like this. In addition, Invert Series has been launched to accompany the lineup. Shirts, hoodies, and even blazers, which I cannot imagine how they would look like. Now, that's something you should be surprised to hear.



beaufile High Neck Mesh Tops ¥41,000+Tax by International Gallery BEAMS

クロエといえはセヴィニーで、パリといったらヒルトンで。というのは、そのうち塗り替えられるかもしれません。現れました、ブラン・ニューナスター。カナダのトロント出身のクロエとパリスのゴードン姉妹です。彼女たちが〈ボーフィー〉というブランドをやってます。もともとはクロエ・アンド・パリスというネームでスタートしたみたいですが、2013 年に現在のものに。昨年には N.Y. ファッションウィークで CAFA のウイメンズウェア部門を受賞しました。フランス語をたしなまれているならおわかりだともいますが、「beau」(ぼー) = 美しい、「fille」(ふいーゆ) = 女の子というふたつの言葉をつなげた造語で、形容詞でいうと「1. ハンサムなガール。2. 気取りのないシックなふるまいと、ユニークなセンスを持ち合わせた人。3. マスキュリンとフェミニン、ハードとソフトのコンビネーション」という意味が込められているとか。トレビアン! そんな女性になれたらステキ。ここの服を着たら誰でも、なんて言いますが、試す価値はあるかも。考え抜かれたテキスタイル、ミニマルなライン、大胆だけれど着こなせそうなシルエット。そしてすべからく上品。若いブランドではありますが、新しい魅力を女性から引き出す、巧妙で独特のバランス感がありますから。事実、北米を中心に 2015 年あたりから目の早い女性たちから支持されていて、アメリカンヴォーグにピックアップされたり、〈ボーフィー〉のセットアップを着たレディ・ガガがスナップされたりしてきました。このメッシュのネットのトップスは、この春のリゾートコレクションより。もちろん、春夏コレクションのアイテムも続々と店頭に届く予定です。アシンメトリーな形とか、透けるようなテキスタイルとかもありますが、そればかりじゃない。トレンドとの距離のとりかたも、オリジナリティがあります。

Chloe always refers to Chloe Sevigny to some people, so does Paris, always referring to Paris Hilton. But you never know, it may change in the future. So here they are, brand new stars. Chloe and Paris Gordon, the two sisters from Tronto, Canada. They are the founders of a brand called "beaufile". The brand was originally named as "Chloe and Paris" but changed to its

current name in 2013. It won a Womenswear Designer of the Year award at CAF Awards last year. If you speak French, you may have noticed that it's a coined word of "beau" meaning beauty, and "fille" meaning girl. For adjective, it would mean "1. A handsome girl. 2. A person with an effortless and chic demeanor, and a unique taste in styles. 3. A combination of masculine and feminine". Tres bien! Wouldn't it be fabulous to be such a woman? beaufile may not be for everyone but definitely it's worth giving it a try. Thoughtful textiles, minimal designs, bold silhouette yet something that you can pull off, and of course, sophisticated. This brand is fairly new, but offers ingenious and unique balance to bring out a new charm from women. In fact, since around 2015 it has attracted savvy female audiences mainly in North America. It has been featured in American Vogue, and even Lady Gaga in beaufile's set-up was once spotted. This mesh-net top is a part of the resort collection for this spring. Spring/Summer collection items will also be available in the stores. The collection is not only about asymmetry details and sheer textiles. But it gives an unique way of keeping an adequate distance from the trends.



BEAMS BOY Basque Shirt ¥9,300+Tax by BEAMS BOY

1910 年、フランス南西の避暑地、ピアリッツにいたココ・シャネル。1960 年、モノクロームのスクリーンの中にいたジーン・セバーグ。それからきっと、いつかの春の気持ちいい日のあなた。みんな同じなのはそう、ボーダー柄を着てるとのこと。服の形はちがうかもしれませんが、女性にとってヨコシマはちよっと特別な柄です。特別すぎて、隣の隣の人とかぶっちゃっても、なんだか気にしないでいられるくらい。そんなボーダー柄の典型といえは、バスクシャツ。もとはフランスのバスク地方の漁師たちが着ていたもの。だけど、現地では「ラ マリニエール」と呼ばれていて、フランスの水兵の服に由来するということになっています。さらにそれは……と、どんどんさかのぼっていきみたいですが、ようするに、すぐトラッドな服です。しかもけこうフレンチの香りがたどよう感じ。なるほど、どおりで女性の手放せないわけです。〈ビームス ボーイ〉にも、とおきががあります。ラッセル編みの丈夫で縮みにくい生地で、形はクラシックなボックスシルエット。あくまで、普通。でもこれ以上、手を加えることなんてきつとないんです。

Coco Chanel in Biarritz, a summer resort in Southwest France, in 1910. Jean Seberg on the monochrome screen in 1960, and you, on a nice spring day. All of you have something in

common; wearing horizontal stripes. The design of the outfit may not be the same, but horizontal stripes are always special to the women. In fact it's too special, you wouldn't mind even if someone sitting next to you were also wearing horizontal stripes. A typical horizontal stripes are represented in a Basque Shirt. Originally, it was a shirt worn by fishermen in the Basque Province in France. However, it was called "la manier" by the local, which suggests it originated from the uniform of French Marines. You can dig deeper into its history, but long story short, it's a traditional outfit, with a French flavor. No wonder women can never live without it. BEAMS BOY also has a special offer. A durable and hard to shrink fabric in a Raschel knit, with a classical boxy silhouette. Indeed, it's pretty simple, but what else do you need?



fig.i

NEW BALANCE × GREGORY × BEAMS PLUS
Jacket ¥19,500+Tax.
Backpack (W40×H45.5×D16.5cm)
¥24,000+Tax. Sneakers "574"
¥16,800+Tax by BEAMS PLUS



fig.j



fig.k

l,j,k 〈ニューバランス〉と〈グレゴリー〉。このふたつには共通点があるのをご存知ですか? どちらもアメリカのブランド(サンディエゴとボストンだけ)で、メイド・イン・USA(だけじゃないものもあるけど)で、さらにロールスロイスです。そう。あの、クルマの。乗ったことないのでよくわかりませんが、たぶん最上ということ。こう呼ばれたりします。「バックパックのロールスロイス」と「スニーカーのロールスロイス」。そのふたつが〈ビームス プラス〉とのトリプルコラボレーションをしました。ラインナップは色によってほんのちょっと異なります。このいかにも〈ニューバランス〉らしいスチールグレーには、定番のファントム、じゃなくて「デイバック」と、スニーカーの「574」と撥水の

ソフトシェル。もう1色の〈グレゴリー〉の新定番カラーであるチョコチップ迷彩だと、バックパックは「コンパス 30」で、スニーカーは新型の「574Sport」になり、撥水のソフトシェルは同じくあります。オールド・アンド・ニュー。そのどっちもいいのは、きっとふたつのブランドにアメリカという共通項があって、さらにちゃんと由緒があって、確かなものづくりの背景ももちあわせているから。ダテにロールスロイスと言われてるわけじゃないんで。イギリスのクルマだけだ。

NEW BALANCE and GREGORY. Did you know these two brands have things in common? They are both American brands (one from San Diego and the other from Boston), made in USA (with some exceptions), and both are Rolls Royce. Yes that automobile. I personally have never been on it, but my guess is that it means The Best. They are often referred to as "Rolls Royce of the backpack", or "Rolls Royce of sneakers". And now, these two brands have collaborated with BEAMS PLUS, as triple collaboration. The lineup slightly varies depending on the color. This steel gray, a representing color of NEW BALANCE goes with the standard phantom, I mean, "day pack" and sneaker "574" and water repellent soft shell. The other color is GREGORY'S new standard color, chocolate chip camouflage, used for "compass 30" for backpacks, and the new model "574 Sports" for sneakers with the same water repellent soft shell. The reason both old and new are good is because both brands have common grounds of US origin, with history, and a background of reliable manufacturing. They are not referred to as Rolls Royce for nothing, although actually, Rolls Royce is an automobile from UK.



fig.l

WAREHOUSE × BEAMS BOY
Denim Pants ¥21,000+Tax by BEAMS BOY

l ヴィンテージデニムをとにかく忠実に再現する。どのくらい忠実かといいますと、年代を特定した古着のジーンズの、綿糸の長繊維と短繊維の含有率や、糸の燃りの回転数までリサーチして、そのとおりに作るくらい。もしかしたらちょっと想像つかないかもしれませんが、ようするに〈ウエアハウス〉のヴィンテージは顕微鏡レベルで忠実。もちろんこのほかにも、今じゃなかなか希少になってきた、銅のリベットと鉄のボタン、ユニオンスペシャルのチェーンステッチまであります。なにもそこまで、とは言うなかれ。1995年にメンズウエアブランドとしてスタートして以来、その生真面目すぎるほど徹底したものづくりや、詰め込まれたヴィンテージなディテールによって、じわじわとホンモノ志向の男性ファンを獲得。どうやら、長く履

きつづけるほどに、愛着がわくそうです。そしてついにこの春、〈ビームス ボーイ〉の別注でレディスモデルが初めて登場しました。ムラのある色落ちや生地質感は60年代そのもののなのに、レングスやシルエットは今の女性にぴったり。とはいえ全体的なバランスはオーセンティックなヴィンテージを逸脱せず。なので、飽きずにずっと履けちゃいます。顕微鏡レベルでホンモノ志向の女性のみなさん、お待たせしました。そこまでじゃない人も、きっとたぶん、じわじわ好きになるはずですよ。

Fully focused on faithfully reproducing vintage denim. To what extent? Well, we have done a thorough research on the content rate of long and short cotton thread fibers, and number of spins required to sprain the thread of the specific vintage denim to exactly reproduce it. It may be beyond your imagination but WAREHOUSE has reproduced vintage denim to a microscopic level, with copper rivet, steel buttons, and chain stitches, the union's special, which you don't see so often nowadays. Don't mention it's gone too far. Since its foundation as Men's wear brand in 1995, their earnest attitude for thorough manufacturing, and crafted vintage details have gradually won male fans pursuing authenticity. The longer you wear them, the more they grow on you. Also, a long awaited, exclusively ordered women's model is to be launched this spring from BEAMS BOY. Its uneven fading and texture are exactly replicated from the 60's model, with length and silhouette modified for current women's style, without ruining the overall balance of authentic vintage feel. You will never get tired of it and will be your staple item for sure. Women with an authentic taste to a microscopic level, sorry to have kept you waiting. Even if you are not one of them, it's still likely to grow on you gradually.



fig.m

THE NORTH FACE PURPLE LABEL × BEAMS
Bal Collar Coat ¥37,000+Tax by BEAMS

m その言葉を聞いただけで、ちょっとオシャレな気分になるものってあります。たとえば、フレンチカラーのシャツ、サマーカシミア、それからスプリングコート。あるいは、アーガイルのソックス、ジョッパーブーツ、やっぱりスプリングコート。どういうわけだか、これがいちばんグッとくるかも。春なのにコートっていう、組み合わせの妙でしょうか。それとも、着用できる期間の短そうなゼイタクな雰囲気かのせいでしょうか。理由はともかく、スプリングコートはオシャレです。着ないなんてやっぱりもったいない。選ぶポイントは第一に生地。ほどよく薄手で、かといって貧乏くなく、風合いがいいものがベター



[opposite page]

artwork **KAZUMA OGATA**
4*Untitled, 2018*Rubber Toilet Plunger, Plastic Flower,
Reflective Nylon Webbing Ribbon,
Backpack by Gregory x New Balance x Beams Plus (fig.k)

56 × 19.5 × 16.5 inches

です。〈ザ・ノース・フェイス パープル レーベル〉に別注している定番のステンカラーコートに使用しているのは、1970年代に開発された65/35 ベイヘッドクロス。ポリエステルによる速乾性と、撥水ではなく、コットンが水を含むことで膨張し水の浸透を防ぐという、いかにもオールドスクールな機能素材。それゆえの厚みと自然な肌触りが独特です。新色のブラックウオッチは、さらにナチュラルな質感のコットン100%です。胸や袖など、目立つところじゃなくて、襟の裏にロゴマークがあるのもいいところ。これならビジネスシーンでも堂々と着られます。ちなみに、ステンカラーも和製英語。バルカラーとかバルマカーンて、イギリスやアメリカでは呼んでいます。

There are words that make you feel fashionable just by hearing them. For example, a shirt with a French collar, summer cashmere, and spring coat. Also, argyle socks, jodhpur boots, and again, spring coat. For some reason, that's the most convincing term. It's probably the exquisite combination of being a coat and worn in spring. Or maybe it's because of the luxury of only to wear for a short period of time. Whatever the reason, a spring coat is fashionable. It's a miss not to wear it. The most important point in selecting a spring coat is its fabric. It needs to be moderately thin, but not too cheap, and better if it has a nice texture. 65/35 Bayhead cloth developed in 1970s is used on the standard bal collar coat, made to order by NORTH FACE PURPLE LABEL. Instead of quick drying and water repellency property of polyester, this item uses an old school material function of inflated wet cotton preventing water penetration. This is why it has such a comforting thickness and distinctive natural texture. The new blackwatch color is made with 100% cotton, and has even more natural feel. Another feature is the logo placement, hidden under the collar. It's nicer that the logo is not showy on the chest or on the sleeves. This way, you can wear it for business. By the way, Japanese call it a Soutein Collar, but this again is a Japanglish. In the United States or in UK, it's usually called a Bal Collar, or a Balmacaan.

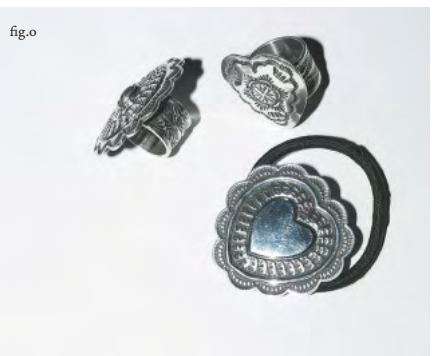
CHAMPION × BEAMS T-shirt
¥6,800+Tax * each item by BEAMS

■ 断言しましょう。この〈チャンピオン〉のTシャツは、ふたつの偉大な発明がなければ、誕生していませんでした。ひとつめは今からさかのぼること84年前のこと。ある日、サム・フリードランドさんが思いついたといわれています。「生地を横に使えばいいんじゃない?」。洗濯するとはげく縦縮みするというスウェットシャツの欠点を解消するため、ボディの織の方向を90度回転させ、さらに両脇には伸縮性のあるリブを使用。するとあら不思議、縦縮みにしにくいだけでなく、ほどよくフィットする着心地まで実現してしまいました。その4年後には特許も取得。

これぞリバースウィーブ®です。そして時代はだいぶ降って、今から2年くらい前のこと。ある日、ビームスの誰かが思いついたといわれています。「ロゴを小さくしたらいいんじゃない?」。流行のビッグシルエットのちょっと先を行くには、形を大きくするだけじゃあモノ足りない。けどもってデカく。それには逆にロゴを小さくすればいい。ふつうならきつとブランドに断られます。けれど、長年の関係性の賜物。できちゃいました。するとあら不思議、デカイ印象はともかく、なんだかカワイイかも。これぞちびロゴ。特許は未取得です。というわけで、ちびロゴの〈チャンピオン〉のTシャツがあります。この春は派手な色がけっこうあります。

It's definite, if not for the two most grand inventions, this CHAMPION T-shirt would never have been made. The first invention took place 84 years back, when IT came to the mind of Sam Freedland, "why not use the textiles turned by 90 degrees?". To solve the issue of sweat-shirts shrinking in vertical direction, he turned the body weaving around by 90 degrees, and applied elastic ribs on both ends. With this, it not just prevented shrinking, but improved its fit and comfort. This invention was patented 4 years later, which is known today as the Reverse Weave®. Many years after that, the second invention was made rather recently, in fact just a couple of years back, when it came to the mind of someone at BEAMS, "why not make the logo smaller?" To be a step ahead of the big silhouette trend, you need to come up with something more than just making things larger. What you needed was a bigger idea. That's how we came up with making the logo smaller. A typical brand would deny the idea, but thanks to our long relationship with CHAMPION, it was made possible. As a result, we've achieved a big impression with a cute taste. A mini logo! By the way it's not patented. So that's the story behind our mini logo CHAMPION T-shirt. We have quite a few variations of vivid colors for this spring.

(from left to right)
SUNSHINE REEVES × BEAMS BOY
Concho Ring ¥25,000+Tax,
¥22,000+Tax,
Concho Hair Tie ¥20,000+Tax
by BEAMS BOY



● ハンドメイドってやっぱりいいものです。時間をかけて丁寧に作られるものだからこそ、長く愛用したくなる。量産品にもいいところはありますが、それはひとまず置いて。〈サンシャイン リーヴス〉は、今は亡きナバホ族を代表するシルバーアクセサリーのアーティスト、ゲリー・リーヴスさんの弟が手がけるブランド。その細かくて複雑な文様は、ひとつずつスタンプをハンマーで打ち込んで、描き出しているんです。それでこの均一さ、信じられます? 繊細かつ力強く、手仕事ならではの味わい深さも。これきつと、機械じゃできません。なるほど、そんな独創の人が手がけたアクセサリーだからでしょう。ビームスでは長らく性別を問わず人気。〈ビームス ボーイ〉には、バングルみたいな定番もありますが、女性らしくアレンジしたアイテムも。コンチヨをリングにしたり、ヘアゴムのチャームにしたり。そういえば、大ぶりのアクセサリーがトレンドのようで、それにもぴったり。だけれどきつとそんなことに関係なく、長く使いたくなります。

Handmade items, there's something about it. It makes you want to use it for many years because it's been carefully crafted, with many hours put into it. Mass production items are not bad either, but let's put that discussion aside for now. SUNSHINE REEVES is a brand founded by a brother of late Gary Reeves, a renowned silver accessory artist of Navajo. Its delicate and intricate pattern is created by stamp work. It's unbelievable how it all lines up so evenly. Delicate, but powerful, and with a distinctively precise work of a handmade product. This probably is not achievable with a machine production. Since these accessories are created by such a unique artist, it's been a popular item for many years, loved by many customers regardless of gender. BEAMS BOY carries standard items such as bangles, but it also offers items catered for women as well. Concho to be worn as a ring, or used as a charm on a hair tie. It goes perfectly with the current trend of oversized accessories. But no matter what, it would be your go-to accessory for many years.



IT'S

BEAMS PLUS Knit Cardigan ¥8,800+Tax, Seersucker Pants ¥14,000+Tax
SUNSHINE REEVES × **BEAMS PLUS** Bangle ¥35,000+Tax by **BEAMS PLUS**,
HANES × **BEAMS** T-Shirt ¥2,500+Tax *2 pack price by **BEAMS**

S SALT Y

BEAMS PLUS Open Collar Shirt ¥9,500+Tax, T-Shirt ¥10,000+Tax, Nylon Shorts ¥9,800+Tax,
MOSCOT × BEAMS PLUS Sunglasses "LEMTOSH" ¥31,000+Tax, CHAMULA Huarache ¥14,000+Tax
by BEAMS PLUS





BEAMS PLUS Wep Jacket ¥24,000+Tax, Linen Cardigan ¥14,000+Tax,
Patchwork Shorts ¥16,500+Tax, **ATLANTIC WORKS** Suede Moccasins ¥38,000+Tax
by **BEAMS PLUS**, **HANES × BEAMS** T-shirt ¥2,500+Tax *2 pack price by **BEAMS**







BARACUTA * BEAMS PLUS Blouson "G-9" ¥50,000+Tax, **BEAMS PLUS** Sweater ¥10,000+Tax
ENGINEERED GARMENTS Shorts ¥28,000+Tax, **RANCOURT & Co. * BEAMS PLUS** Leather Moccasins
¥38,000+Tax by **BEAMS PLUS**, **HANES * BEAMS** T-Shirt ¥2,500+Tax *2 pack price by **BEAMS**

070



BEAMS PLUS Trench Coat ¥55,000+Tax, Button down Shirt ¥10,000+Tax, Pants ¥12,000+Tax,
CONVERSE * **ENGINEERED GARMENTS** * **BEAMS PLUS** Sneakers "ALL STAR LOW" ¥18,000+Tax
by *BEAMS PLUS*

LESSON; BEAMS PLUS



(from left to right)

BEAMS PLUS Military Vest ¥12,000+Tax, Anorak Parka ¥16,000+Tax, Cargo Pants ¥16,500+Tax, Cargo Shorts ¥15,500+Tax by **BEAMS PLUS**

MILITARY DESIGN IN LOUD COLORS.

ミリタリーウェアをブライトカラーで。それだけでけっこう新鮮です。空母で働くカタパルトオフィサーに着想を得て、ベスト、アノラック、カーゴパンツなどの4型を、それぞれオレンジ、イエロー、グリーン、ブルーの4色で展開。形はオーセンティックゆえ、着ると意外とすんなり。

Military wear in bright colors seems unlikely and very fresh. Inspired by the uniform of catapult officer working on an aircraft carrier, 4 different styles such as vest, anorak, and cargo pants are available in 4 colors; orange, yellow, green and blue for each. Because of its authentic form, you will find it unexpectedly easy to wear.



MOSCOT x BEAMS PLUS Sunglasses "LEMTOSH" ¥31,000+Tax, **BEAMS PLUS** Open Collar Shirt ¥9,500+Tax, T-Shirt ¥10,000+Tax by **BEAMS PLUS**

WEAR SHADES ALL DAY LONG.

〈モスコット〉の「レムトッシュ」。独特の丸みあるウェリントンのシェイプは、1950年代から変わらぬ名作。愛好者もちろん多いけれど、ヴィンテージブラウンのフレームカラーは〈ビームス プラス〉のエクスクルーシブ。これならあまりかぶりそうもありません。

"LEMTOSH" by <MOSCOT> is a distinctive round shape of Wellington which has remained as a masterpiece since the 1950's. Of course there are many enthusiasts, but the frame in vintage brown is exclusive to <BEAMS PLUS>. You will less likely to find others wearing the same as yours.

2018 SPRING/SUMMER



NIGEL CABOURN × TIMEX wrist watch
¥23,000+Tax by **BEAMS PLUS**

CALL IT A "NAM WATCH."

丈夫で、視認性が高く、シンプルで、使いやすい。腕時計を道具として考えたら、ミリタリーウォッチほど優れたものはないかもしれません。〈タイメックス〉がベトナム戦争期にアメリカ軍へ納入していたモデルをベースにした「キャンパー」はその代表格。〈ナイジェル ケーボン〉とのコラボレーションで、よりクラシックで無骨な流石の仕上がり。

Durable, highly visible, simple with great usability. If you think of a watch as a tool, there would be nothing better than a military watch. A model called "CAMPER" by TIMEX is an iconic military watch inspired by that of the American army during the Vietnam War. By collaborating with <Nigel Cabourn>, it became even more classical and is deliberately roughly finished.



RANCOURT & Co. × BEAMS PLUS Suede Moccasins
¥38,000+Tax, **BEAMS PLUS** Baker Pants
¥14,000+Tax by **BEAMS PLUS**

TO GENTS, GET YOUR MOCCASINS.

コーディネート幅の広さがモカシンのいいところ。素材はいろいろありますが、ネイビースウェードはドレスシーな印象がやや強め。ジャケットなんかにぴったりです。〈ランコート〉はハンドソーイングにこだわるアメリカ・メイン州のシューメーカー。インソールをプラスしたソフトな履き心地のエクスクルーシブです。

Moccasins are perfect for its styling flexibility. Navy suede has a slightly dressy impression among other various material options. They also go well with jackets. <RANCOURT> is a shoe manufacturer in Lewiston, Maine dedicated to hand sewing procedure. Insoles are specially added for this exclusive pair resulting in excellent comfort.



(from front to back)

BEAMS PLUS Plaid Open Collar Shirt ¥10,500+Tax,
Cotton Linen Open Collar Shirt ¥9,500+Tax, Pima
Cotton Open Collar Shirt ¥11,000+Tax
by **BEAMS PLUS**

SHALL WE BE READY FOR SUMMER WITH OPEN-COLLARED SHIRT?

〈ビームス プラス〉のシャツといえばオックスフォードのボタンダウンですが、この春はオープンカラーをぜひとも。ドビーやシャンブレー、あるいはピマコットンを使用したブロードなど、色、柄、素材、多彩すぎるほどのバリエーションをご用意しています。

An Oxford button-down has been an iconic shirt of <BEAMS PLUS>. The recommendation for this spring, however, is open-collared shirts with a wide range of colors, patterns, and materials such as dobby, chambray, and pima cotton.



BEAMS PLUS Batik Jacket ¥19,800+Tax,
Batik Pants ¥14,000+Tax by **BEAMS PLUS**,
HANES × BEAMS T-Shirt ¥2,500+Tax *2 pack price
by **BEAMS**

IT IS NEITHER JUST A BATIK WEAR NOR A PAJAMA.

パティック柄はオリエンタルで独特の魅力があります。〈ビームス プラス〉はそれをシアサッカーに精緻にプリント。いかにも涼しげなシャツジャケットとパジャマパンツを作りました。いっそのことセットアップでも。

Batik pattern attracts us with its unique oriental feel. <BEAMS PLUS> carefully printed it in tiny scale on seersucker, and created a cool shirt jacket and pajamas pants. Why don't you wear them together as a complete look?



SAN FRANCISCO HAT × BEAMS PLUS Panama Hat ¥17,000+Tax, **ROWING BLAZERS × BEAMS PLUS** Blazer ¥62,000+Tax, **BEAMS PLUS** Striped T-Shirt ¥9,000+Tax by *BEAMS PLUS*

PURE WHITE STRAW WITH ANTIQUE RIBBON.

〈サンフランシスコ ハット〉のアメリカ製のパナマハットは、〈ビームス プラス〉の夏の定番です。今季はクラシックなロングブリムタイプを別注。ひとつずつ色や柄が異なる、アンティークのリボンを使用しました。すべてがワンオフのアイテムゆえ、気になる方はお早めに。

An American made Panama hat of <San Francisco Hat> is a standard for <BEAMS PLUS> summer collection. This season, it offers a classic style with a long brim decorated with an antique ribbon with different colors and patterns, which is unique differing from one another. As every item is one-of-a-kind, please come get it soon.



BEAMS PLUS Double Breasted Blazer ¥34,000+Tax by *BEAMS PLUS*

THIS IS ANOTHER TRADITIONAL AMERICAN BLAZER.

アメリカンクラシックなネイビーブレザーは〈ビームス プラス〉の必需品。シングルで間違いはないですが、今季はダブルブレストッドがモアベターかもしれません。4つボタン1つがけでカジュアルなムードもあるし、開襟シャツとの相性もグッド。コーデュラナイロンを混紡した生地は強度があります。

A navy blazer in American classic style is a must-have item for of <BEAMS PLUS>. There is no problem with a single-breasted, but a double-breasted may be better for this season. It creates a casual mood when only one of the four buttons is fastened, and matches well with open-collared shirts. The special fabric blended with Cordura nylon features durability.



Blue Floor

BEAMS BOY 2018 SPRING / SUMMER

BEAMS BOY Work Jacket ¥15,800+Tax, T-shirt ¥3,800+Tax, Wide-leg Pants ¥13,800+Tax,

ENGINEERED GARMENTS × BEAMS BOY Sweatshirt ¥31,000+Tax,

BUZZ RICKSON'S × BEAMS BOY Tiger-camo Sneakers ¥14,800+Tax, *U.S. Army Dead Stock Belt ¥2,800+Tax by BEAMS BOY



BEAMS BOY Seersucker Jacket ¥14,800+Tax, Anorak Parka ¥16,800+Tax,
Suede Slip-on Shoes ¥12,000+Tax, **SUN SURF** × **BEAMS BOY** Hawaiian Pants ¥13,800+Tax,
ENGINEERED GARMENTS × **BEAMS BOY** Hat ¥12,000+Tax by **BEAMS BOY**



BEAMS BOY Apron Dress ¥14,800+Tax, T-shirt ¥3,800+Tax, Socks ¥2,900+Tax,
Strap Shoes ¥16,500, Bangle ¥4,000+Tax, ¥2,500+Tax (left hand top, bottom),
ENGINEERED GARMENTS × BEAMS BOY Shirt ¥24,000+Tax by *BEAMS BOY*



ENGINEERED GARMENTS * BEAMS BOY Blazer ¥35,000+Tax, **BEAMS BOY** T-shirt ¥5,800+Tax, Shorts ¥10,800+Tax, Glasses ¥3,000+Tax, Socks ¥1,100+Tax, **PARABOOT * BEAMS BOY** Loafers "ORSAY" ¥65,000+Tax, **SUNSHINE REEVES * BEAMS BOY** Bangle ¥38,000+Tax (left hand top), **ORVILLE TSINNIE * BEAMS BOY** Bangle ¥58,000+Tax (left hand bottom) by *BEAMS BOY*



LACOSTE Polo Shirt ¥12,000+Tax, **BUZZ RICKSON'S** × **BEAMS BOY** Tiger-camo Skirt 16,800+Tax,
BEAMS BOY Ear cuffs ¥3,700+Tax, Bangle ¥4,000+Tax, ¥2,500+Tax (left hand top, bottom), Socks ¥1,100+Tax,
 Leather Sandals ¥12,800+Tax, **ENGINEERED GARMENTS** × **BEAMS BOY** Hat ¥12,000+Tax by **BEAMS BOY**



BEAMS BOY Military Parka ¥17,800+Tax, Shirt ¥9,800+Tax,
Pleated Skirt ¥12,800+Tax, Bracelet ¥6,000+Tax,
SANDERS × BEAMS BOY Suede Chukka Boots ¥43,000+Tax by **BEAMS BOY**



BEAMS BOY Blazer ¥24,800+Tax, Blouse ¥13,800+Tax, Suede Slip-on Shoes ¥12,000+Tax,
OZ CREATION * BEAMS BOY Batik Print Skirt ¥11,000+Tax
by **BEAMS BOY**



BEAMS BOY Liberty Print Jacket ¥19,000+Tax, T-shirt ¥3,800+Tax,
Liberty Print Pants ¥15,800, Suede Slip-on Shoes ¥12,000+Tax,
DECHO Hat ¥7,500+Tax, *U.S. Army Dead Stock Belt ¥2,800+Tax by **BEAMS BOY**



WHICH LETTER DO YOU FIT IN?

暖かくなって手袋をクローゼットにしまったら、手先のオシャレを。春色のネイルもいいけれど、ちょいとリングも新調してみても。〈ビームス ボーイ〉のリングは毎シーズン、いろいろ変わってお値段もお手頃。今季はアルファベットをモチーフにした大ぶりのタイプで、デザインはA、B、H、M、Sの5種。イニシャルがあったらラッキー。素材は洋白（ジャーマンシルバー）で黒く酸化しにくいのです。

Start enjoying fashion on your hands after putting away your gloves in the closet as it gets warmer. Wearing spring colors on your nails is good, but why not try the new rings <BEAMS BOY> seasonally suggests new styles of rings with affordable prices. This season's trend is a large alphabet motif offered with 5 letters (A, B, H, M, S). You are lucky if you find your own initial. They are made of German Silver which is hard to oxidize.

BEAMS BOY Letter Ring ¥3,000+Tax *each item by **BEAMS BOY**

Lesson; Beams Boy 2018 Spring/Summer



SPRING IS COMING, SHINE YOUR SNEAKERS SOON.

〈コンバース〉の「ジャックパーセル」の白。これぞスニーカーのスタンダード。けど、そのままじゃタイクツだったりもしませんか。アレンジしすぎてもイヤだけど。その点〈ビームス ボーイ〉はなかなか。アッパーをエナメルに変更して、フォルムもわずかにポッテリさせて。さらに靴底はオリジナルのブルーじゃなくて、南国果実みたいなフューシャピンクに。ぱっと見はプレーンで、トラッドがじわじわるる感じ。

The white<CONVERSE> "Jack Purcell" is the standard for sneakers. However, aren't you bored with the ordinary style? BEAMS BOY has done a great job of redevising it without arranging it too much. Changed the upper to enamel and made its form slightly plump. Furthermore, outsole is in fuchsia pink as tropical fruits, instead of the original blue. Although it may look simple at a glance, it brings a traditional feeling gradually.

CONVERSE * BEAMS BOY Sneakers "JACK PURCELL" ¥17,000+Tax by **BEAMS BOY**

THIS IS THE AUTHENTICITY.

この春の〈ビームス ボーイ〉はいつもよりどこかトラッドなムード。それもそのはず。レーベルがスタートして今年がちょうど20周年。あらためて原点に立ち返り、オーセンティックな服の魅力を再発見しようとしています。そこで欠かせないのはネイビーのブレザー。しかも段返りの三つボタンで、ボックスシルエットで、ナチュラルショルダーで、センターベントのクラシックなアメリカンタイプ。理由はともかく、これが正統。古びることはありません。

This season's <BEAMS BOY> is somewhat in traditional mood. No wonder. This year is the 20th Anniversary of the label. It aims to go back to its origin to re-discover the attractiveness of authentic clothes. A Navy Blazer is the fundamental of the label, which is to be a classic, American inspired, three-buttons in boxy silhouette with natural shoulder and a center back vent. Whatever the reason is, this is the authentic piece which will never be outdated.

BEAMS BOY Blazer ¥24,800+Tax, Blouse ¥13,800+Tax by **BEAMS BOY**



EASY CARE, EASY GO.

涼しげなハットのことなんて、冬の間は忘れていたかも。日差しが季節までもうちょっと。リバティプリントのリボンがついた〈ビームス ボーイ〉のハットは、ストローじゃなくてペーパーブレード製でソフトな質感。ケアも簡単でお手頃なものポイントです。丸みのあるボーラータイプがクラシカル。

You might have forgotten about a cool hat during the winter, but a sunshiny season is just around the corner. The hat from <BEAMS BOY> with the Liberty print ribbon has a soft texture made of paper braid instead of straw. It is easy to take care and is affordable. A rounded bowler shape adds a classic feeling to it.

BEAMS BOY Paper Blade Hat ¥4,600+Tax by **BEAMS BOY**



New Stuff, More.

INTRODUCING MORE COLLECTIONS TO MAKE YOUR LIFE FUN.



UNCERTAIN × PORTER × B JIRUSHI YOSHIDA Backpack
W32.5×H44.5×D16.5 cm ¥28,000+Tax by B JIRUSHI YOSHIDA



VAINL ARCHIVE × PORTER × B JIRUSHI YOSHIDA Shoulder
Bag W43×H33cm ¥15,000+Tax(top), Mini Bag W22×H26cm
¥8,000+Tax(bottom) by B JIRUSHI YOSHIDA

(B JIRUSHI YOSHIDA)



AIBA × PORTER × B JIRUSHI YOSHIDA (NS) Tote Bag
W31×H40×D5cm ¥16,000+Tax by B JIRUSHI YOSHIDA



PORTER × B JIRUSHI YOSHIDA
Helmet Bag W48×H49×D6cm
¥41,000+Tax
by B JIRUSHI YOSHIDA



PORTER × B JIRUSHI YOSHIDA (GS)
Boston Bag W48×H39.5×D27.5cm
¥45,000+Tax by B JIRUSHI YOSHIDA

(TOKYO CULTUART BY BEAMS)



muu Stuffed Toy W12×H20.5×D20cm ¥17,000+Tax(left),
W13×H27×D9cm(center), W13.5×H39.5×D9cm(right)
¥41,667+Tax(center, right) by TOKYO CULTUART by BEAMS



FIVE STAR☆TOY x TOKYO CULTUART by BEAMS Figure
W14×H25×D6cm ¥11,000+Tax by TOKYO CULTUART by BEAMS



REIZOKO SPEAKER Speaker W38.5×H31.5×D41cm ¥30,000+Tax
by TOKYO CULTUART by BEAMS



PELOQOON Stool with cushion W31.5×H44.5×D27cm ¥66,000+Tax
by TOKYO CULTUART by BEAMS

(FENNICA)



orslow × fennica Skirt ¥21,800+Tax by fennica



PARABOOT × fennica Men's & Women's Shoes
"MORZINE" ¥68,000+Tax by fennica



AFRICAN CRAFT Bowl ø13×H5 ¥5,800+Tax(left),
ø22×H7 ¥7,000+Tax(right) by fennica



BUZZ RICKSON'S × fennica
Men's & Women's Fatigue Jacket ¥23,500+Tax
by fennica

(BILL WALL LEATHER)



PLAYBOY × Bill Wall Leather Ring ¥35,000+Tax(index finger above),
¥110,000+Tax(index finger below),
Bill Wall Leather Ring ¥26,000+Tax (middle finger above),
¥19,000+Tax (middle finger below), ¥20,000+Tax (thumb),
Bracelet ¥65,000+Tax, Bangle ¥42,000+Tax by Bill Wall Leather

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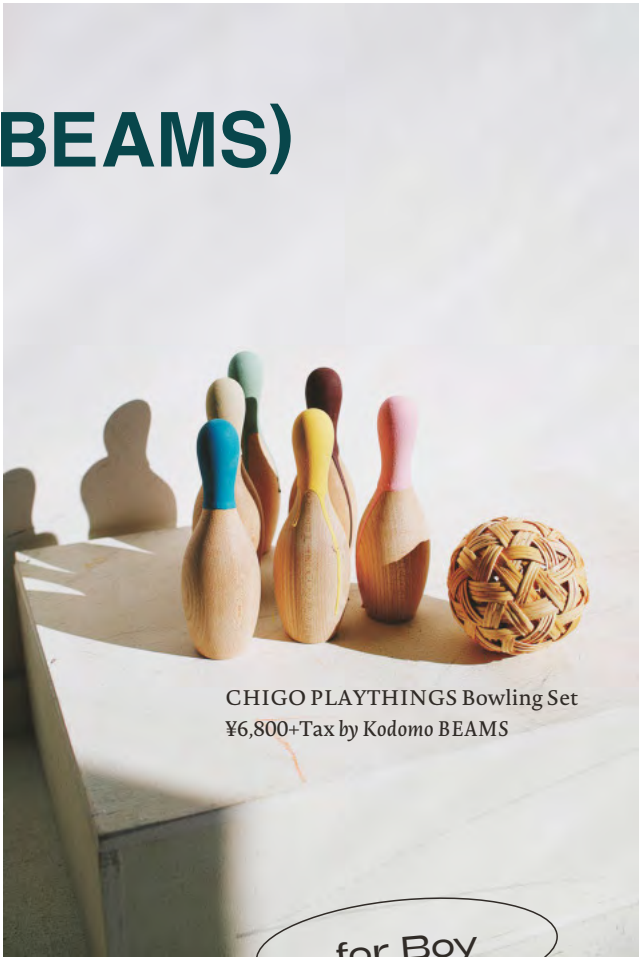


Bill Wall Leather Bangle ¥55,000+Tax, Bracelet ¥28,000+Tax by Bill Wall Leather

(KODOMO BEAMS)



minä perhonen Mother
& Baby Notebook
Case ^{size} W24.2×H18cm
¥12,000+Tax, TEMBEA
Bag ^{size} W30×H34×D20cm
¥18,000+Tax
by merrier BEAMS



CHIGO PLAYTHINGS Bowling Set
¥6,800+Tax by Kodomo BEAMS



THE PARK SHOP T-shirt ^{size} 95~135cm ¥3,600+Tax,
INFIELDER DESIGN × Kodomo BEAMS Cap ^{size} 4~7y ¥3,900+Tax,
KEEN Sandals ^{size} 15~23.5cm ¥7,000+Tax by Kodomo BEAMS



merrier BEAMS Lounge Wear ¥8,500+Tax by merrier BEAMS



Les Ultraviolettes Swimwear ^{size} 2~8y ¥6,000+Tax,
amabro Sunglasses ^{size} 3~6y ¥1,200+Tax by Kodomo BEAMS

Milk&Soda Hair Elastic ¥900+Tax
 *each item by Kodomo BEAMS



nailmatic Nail Polish ¥1,200+Tax *each item by Kodomo BEAMS
BONTON Headband ¥3,300+Tax by Kodomo BEAMS



BONHEUR DU JOUR Skirt
^{size} 8y ¥10,700+Tax (^{size} 2~6y ¥10,100+Tax)
 by Kodomo BEAMS

for Baby



oeuf Rompers ^{size} 12/18m ¥8,700+Tax,
Jerrycat Stuffed Toy ¥2,500+Tax,
1+in the family Rompers ^{size} 6/12m ¥6,900+Tax by Kodomo BEAMS



easy peasy Shoes ^{size} 11~12.5cm ¥7,000+Tax,
easy peasy Pochette ^{size} W7.5×H6.5cm ¥1,800+Tax
 by Kodomo BEAMS

INTRODUCING MORE COLLECTIONS
TO MAKE YOUR LIFE FUN.

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Cul de Sac-JAPON × BEAMS JAPAN
Uchiwa W21.5 × H38cm ¥2,800+Tax,
CHUGAI TOEN × BEAMS JAPAN
Maneki-neko W4.8×H9.5×D6cm
¥3,700+Tax *each item by BEAMS JAPAN



KEITA MARUYAMA × SUN SURF
China Shirt ¥20,000+Tax, Pants ¥22,000+Tax
by BEAMS BOY, **BEAMS COUTURE** Polo Shirt
*assort ¥14,000+Tax by Ray BEAMS

(BEAMS JAPAN)



BEAMS Rugby Shirt ¥19,800+Tax *each item by BEAMS



LOOPWHEELER × BEAMS
Sweatshirt ¥18,500+Tax by BEAMS

PORTER × B JIRUSHI YOSHIDA
 Leather Wallet W13.5×H11cm
 ¥15,000+Tax by B JIRUSHI YOSHIDA



5F



Tendo-mokko Stool ø32×H44.2cm ¥31,000+Tax,
Hamada-pottery × fennica Bowl ø5.4cm×H6.5cm
 ¥3,000+Tax *each item by fennica

PLACER WORKSHOP

Silk Screen Print W41.5×H41.5×D2cm ¥90,000+Tax
 by TOKYO CULTUART by BEAMS



4F



National RX-4050 Boom-box
 W38.7×H27.5cm×D10.8cm ¥40,000+Tax
 by TOKYO CULTUART by BEAMS

GOODS AND ACCESSORY

Bags
Sneakers
Sandals & Sneakers
Indoor Goods
Accessories
Bags
Outdoor Gadgets
Hats & Caps



Bags

1. PORTER×B JIRUSHI YOSHIDA(GS)	SIZE W30×H42.5×D14.5cm	COLOR Navy	PRICE ¥37,000+Tax	by B JIRUSHI YOSHIDA
2. WILD THINGS × BEAMS	SIZE W25×H21cm	COLOR Purple/Black/Orange/Blue	PRICE ¥5,500+Tax	*each item. by BEAMS
3. TIMBUK2 × BEAMS	SIZE W41×H34×D16.5cm	COLOR Black	PRICE ¥27,500+Tax	by BEAMS
4. orslow × BEAMS	SIZE W54×H41.5×D16 cm	COLOR Indigo	PRICE ¥12,800+Tax	by BEAMS





FOR MEN

Sneakers

1. **F-LAGSTUF-F × AIRWALK CLASSICS** ITEM ONE COLOR Black PRICE ¥13,800+Tax by BEAMS T
2. **BEAMS** ITEM VELCRO SNEAKERS COLOR Black/Navy PRICE ¥12,000+Tax by BEAMS
3. **NIKE SPORTSWEAR** ITEM AIR SCREAM LWP COLOR 3types PRICE ¥11,000+Tax by BEAMS
4. **VANS** ITEM SLIP-ON 47 V DX COLOR Blue/Black/Red/White PRICE ¥9,000+Tax by BEAMS
5. **NIKE SPORTSWEAR** ITEM AIR MAX 270 COLOR 9types PRICE ¥15,000+Tax by BEAMS
6. **adidas Originals for BEAMS** ITEM GAZELLE SUPER COLOR White PRICE ¥15,000+Tax by BEAMS
7. **NEW BALANCE** ITEM M990 COLOR Navy/Black PRICE ¥27,000+Tax by BEAMS
8. **PUMA** ITEM SUEDE 90681 COLOR Green/Red/Yellow PRICE ¥12,800+Tax by BEAMS
9. **SALOMON** ITEM XA PRO 3D GTX® COLOR Black×Blue×Orange PRICE ¥17,000+Tax by BEAMS
10. **VANS** ITEM OLD SKOOL 36 DX COLOR Pink/Green PRICE ¥9,500+Tax by BEAMS
11. **FILA** ITEM ORIGINAL TENNIS VARSITY COLOR White PRICE ¥11,000+Tax by BEAMS
12. **CONVERSE × BEAMS** ITEM JACK PURCELL COLOR Black/White PRICE ¥17,000+Tax by BEAMS





FOR WOMEN



Sandals & Sneakers

- | | | | |
|---|--|----------------------------|--------------|
| 1. maturely | COLOR Flower | PRICE ¥18,000+Tax | by BEAMS BOY |
| 2. PLAKTON | COLOR Brown/Grey | PRICE ¥10,800+Tax | by Ray BEAMS |
| 3. Ray BEAMS | COLOR Yellow×brown/Black×Green/Blue×Turquoise/Pink×Red | HEEL 6cm PRICE ¥15,800+Tax | by Ray BEAMS |
| 4. TOGA × SUICOKE “PADRI” | COLOR Navy/Black | PRICE ¥19,000+Tax | by Ray BEAMS |
| 5. FLAT APARTMENT | COLOR Pink | PRICE ¥37,500+Tax | by Ray BEAMS |
| 6. COMING ATTRACTIONS | COLOR Black/Khaki | HEEL 7cm PRICE ¥25,000+Tax | by Ray BEAMS |
| 7. RBS | COLOR Green/Brown | PRICE ¥23,000+Tax | by Ray BEAMS |
| 8. SUICOKE × Ray BEAMS “NR-VPO” | COLOR White/Black | HEEL 4cm PRICE ¥17,000+Tax | by Ray BEAMS |
| 9. Reebok CLASSIC × BEAMS BOY “WORKOUT LOW CLEAN FVS” | COLOR Pink | PRICE ¥11,000+Tax | by BEAMS BOY |



Indoor Goods

1. SHEAFFER ITEM Pen SIZE W2×H9.5cm COLOR Purple/Green/Black/Blue/Red/White PRICE ¥1,800+Tax *each item by bPr BEAMS

2. Biom Paris ITEM Toilet Brush SIZE Ø12×H38.5cm COLOR White/Blue/Red PRICE ¥4,600+Tax by bPr BEAMS

3. Punkt. ITEM Alarm Clock SIZE W9×H10.5×D3cm COLOR Black/Red/White PRICE ¥19,000+Tax by bPr BEAMS

4. SWIMSUIT DEPARTMENT ITEM Glass SIZE Ø7.5×H8cm COLOR Black/Red/White PRICE ¥1,600+Tax *each item by bPr BEAMS

5. CANETTI DESIGN ITEM Picture Frame SIZE W11×H17.5×D7.5cm COLOR Green×Blue/Yellow×Orange/Red×Pink
PRICE ¥2,600+Tax *each item by bPr BEAMS

6. SKYLINE CHESS ITEM Chess Set SIZE W42×D42cm PRICE ¥15,000+Tax by bPr BEAMS

7. VINTAGE MARBLE APPLE ITEM Ornament SIZE Ø7.5×H8cm PRICE ¥8,000+Tax by bPr BEAMS

8. WELOC ITEM Sack Clip SIZE W6.5×H25×D1.5cm COLOR Blue/Yellow/Black/Red PRICE ¥1,400+Tax *each item by bPr BEAMS

9. Hiroshi Nagai × BEAMS ITEM Mug SIZE Ø8×H9cm COLOR 2types PRICE ¥3,200+Tax *each item by bPr BEAMS

10. GENEVA ITEM Bluetooth Speaker SIZE W26×H15×D8(left)/W17×H8×D5(right)cm COLOR Brown/Black(left) Black/White(right)
PRICE ¥32,800+Tax(left)/¥18,500+Tax(right) by BEAMS RECORDS



FOR WOMEN

Accessories

1. KLAMIR	ITEM	Necklace	COLOR	Red	PRICE	¥17,000+Tax	by Ray BEAMS
2. KLAMIR	ITEM	Pierced Earrings	COLOR	Red/Green	PRICE	¥6,500+Tax	by Ray BEAMS
3. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Red	PRICE	¥6,500+Tax	by Ray BEAMS
4. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Pink	PRICE	¥4,000+Tax	by Ray BEAMS
5. STELLA&RUBY × Ray BEAMS	ITEM	Pierced Earrings	COLOR	Pink/Black/Blue/White	PRICE	¥5,500+Tax	by Ray BEAMS
6. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Pink/Blue/Green	PRICE	¥8,000+Tax	by Ray BEAMS
7. Otro Accesorio	ITEM	Bracelet	COLOR	Blue	PRICE	¥4,800+Tax	by Ray BEAMS
8. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Blue	PRICE	¥7,000+Tax	by Ray BEAMS
9. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Blue	PRICE	¥3,000+Tax	by Ray BEAMS
10. BEAMS BOY	ITEM	Sunglasses	COLOR	Blue/Black/Brown/Purple/Yellow	PRICE	¥3,000+Tax	by BEAMS BOY
11. ADER.bijoux	ITEM	Necklace	COLOR	Yellow	PRICE	¥24,000+Tax	by Ray BEAMS
12. VG bijoux	ITEM	Pierced Earrings	COLOR	Green	PRICE	¥6,900+Tax	by Ray BEAMS
13. Ray BEAMS	ITEM	Pierced Earrings	COLOR	Yellow	PRICE	¥4,500+Tax	by Ray BEAMS
14. DAVID AUBREY	ITEM	Necklace	COLOR	Light Green	PRICE	¥13,000+Tax	by Ray BEAMS
15. BEAMS BOY	ITEM	Earrings	COLOR	Green/Pink	PRICE	¥1,800+Tax	by BEAMS BOY
16. Ray BEAMS	ITEM	Hair Accessory	COLOR	Green/Blue/Pink/Red/Yellow	PRICE	¥2,000+Tax	by Ray BEAMS
17. KLAMIR	ITEM	Bracelet	COLOR	Green/Pink	PRICE	¥7,900+Tax	by Ray BEAMS

FOR WOMEN



Bags

1. **RBS** SIZE W45×H23×D20cm COLOR Yellow PRICE ¥9,000+Tax by Ray BEAMS
2. **BEAMS BOY** SIZE W22×H24.5×D11.5cm COLOR Beige PRICE ¥6,800+Tax by BEAMS BOY
3. **WIFFLE** SIZE W36×H12×D9cm COLOR White/Black PRICE ¥5,000+Tax by Ray BEAMS
4. **BOW WOW** SIZE W27×H20×D8.5cm COLOR Clear Orange/Clear PRICE ¥6,000+Tax by BEAMS
5. **RUE DE VERNEUIL** SIZE W32×H21×D13cm COLOR Navy/Green/Red PRICE ¥19,000+Tax by International Gallery BEAMS
6. **MARROW** SIZE W13×H19×D8.5cm COLOR Green PRICE ¥20,000+Tax by Ray BEAMS
7. **maturely** SIZE W30×H21.5×D13.5cm COLOR Black/Beige PRICE ¥29,000+Tax by BEAMS BOY
8. **BEAMS BOY** SIZE Ø28×H22cm COLOR 6 characters PRICE ¥28,000+Tax by BEAMS BOY
9. **NAPRON** SIZE Ø17×H17cm COLOR Gold/Navy/Purple PRICE ¥5,600+Tax *each item by BEAMS BOY
10. **LAURA DI MAGGIO × Ray BEAMS** SIZE W20×H17×D8cm COLOR Blue/Black/Silver PRICE ¥7,900+Tax by Ray BEAMS
11. **La Fortuna × Ray BEAMS** SIZE W22×H31×D12.5cm COLOR Bordeaux PRICE ¥9,800+Tax by Ray BEAMS





1. DRINKTANKS

ITEM GROWLER/KEG CAP

SIZE Ø11.5×H30cm(1.9L)

COLOR Black/Red/Silver

PRICE ¥16,500+Tax(*GROWLER)/¥8,000+Tax(*KEG ACCESSORY KIT)

by bPr BEAMS
2. COLEMAN×BEAMS

ITEM Chair

SIZE W61×H98×D70cm

COLOR Bandana

PRICE ¥12,000+Tax

by bPr BEAMS
3. TOYO STEEL×BEAMS

ITEM Case

SIZE W19.5×H9.5×D5cm

COLOR Black/Red/Blue/Yellow

PRICE ¥2,300+Tax

*each item by bPr BEAMS
4. SALLIES

ITEM Wallet

SIZE W9×H6×D3cm

COLOR 6types

PRICE ¥3,200+Tax

by bPr BEAMS
5. esschert design

ITEM Umbrella

SIZE H76.5cm

COLOR Cow/Penguin/Flamingo

PRICE ¥2,300+Tax

*each item by bPr BEAMS
6. BUQU

ITEM Portable Charger

SIZE Ø5×H10cm

COLOR 5types

PRICE ¥3,000+Tax

by bPr BEAMS
7. PARK Social Soccer Co.

ITEM Futsal Ball

SIZE Ø21cm

PRICE ¥5,500+Tax

by bPr BEAMS
8. UNA GRILL

ITEM Portable Grill

SIZE W43.5×H18×D16cm

COLOR Red/Black/White

PRICE ¥18,500+Tax

by bPr BEAMS
9. POWER PRACTICAL

ITEM Flashlight

SIZE Ø3.5×H17.5cm

COLOR Black/Silver

PRICE ¥6,980+Tax

by bPr BEAMS
10. KEITH HARING×BEAMS

ITEM Watch

COLOR 10types

PRICE ¥7,500+Tax

*each item by BEAMS

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Hats & Caps

1. NEW ERA × BEAMS	COLOR Denim/Black/Blue/Khaki/Navy/Pink	PRICE ¥4,650+Tax	by BEAMS
2. BRAIN DEAD	COLOR Orange	PRICE ¥5,800+Tax	by BEAMS T
3. ORANGE&PARK × BEAMS	COLOR Beige/Black/Navy	PRICE ¥6,120+Tax	by BEAMS
4. GERRY × BEAMS	COLOR Olive/Black	PRICE ¥5,000	by BEAMS
5. LACOSTE × BEAMS	COLOR Black Watch	PRICE ¥6,500+Tax	by BEAMS
6. orslow × BEAMS	COLOR Indigo	PRICE ¥8,900+Tax	by BEAMS
7. KANGOL × BEAMS	COLOR Navy/Black/White	PRICE ¥5,400+Tax	by BEAMS
8. HERSCHEL SUPPLY × BEAMS	COLOR Black	PRICE ¥8,800+Tax	by BEAMS
9. SERGIO TACCHINI × BEAMS T	COLOR White/Black /Yellow	PRICE ¥5,000	by BEAMS T
10. BEAMS	COLOR White/Black/Green/Red	PRICE ¥4,000+Tax	by BEAMS
11. BEAMS	COLOR Orange/Purple/Black/Blue/Red	PRICE ¥3,700+Tax	*each item by BEAMS



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PRODUCTION

GOTHAM

ACCOUNT

COSMO COMMUNICATIONS Inc.

PRINTING

DAINIPPON PRINTING Co., Ltd.



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BEAMS Co., Ltd./BEAMS CREATEVE INC.

Jingumae Tower Building 1-5-8 Jingumae Shibuya-ku Tokyo

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