

kentina

MEDIA KIT



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BRAND CONCEPT



As an Okayama denim brand, kentina was founded by Kento Utsubo, a make-up artist, on May 2019. The concept of the first collection is "Express Your True Self."

Kentina produces simple straight denim which is unconstrained by the fashion genre like the city, New York.

【About Okayama Denim】

The Okayama Prefecture is the world's top class technology for dyeing one denim fiber. Since there is a technology to properly color even thick fibers, it is possible to make thick denim, that is, denim with deep color fading. Also, when making fabrics from the fibers, the tension (strength of pulling the yarn) is applied to increase or decrease the denim surface to promote color loss (longitudinal drop). Exactly, there is a technology that can control the targeted color fading and color development.



Kento Utsubo

Make-up Artist

[instagram.com/kentoutsubo/](https://www.instagram.com/kentoutsubo/)

CREATIVE DIRECTOR

From Kobe Japan

2008-2010 work at hair salon as an assistant in New York

2010-2013 work freelance as a make-up artist in Tokyo

2013-now work freelance as a make-up artist in New York

【Fashion Show】

THREEGUN S/S 20 Show

Irs S/S 19 Show

Kim S/S 19 Show

LEUNI S/S 19 Show

Linder F/W 18 Show

【Magazine】

Elle Singapore September 2019

Vogue Arabia July 2019

WSJ October 2018

Vogue Poland July 2018

Vogue Korea November 2017

models.com/people/kento-utsubo

COLLECTION OF 2019

UNISEX
CLASSIC STRAIGHT



LADIES
SLIM STRAIGHT



"Simple denim that can express yourself as it is" kentina's denim pants are straight denim that can harmonize with a wide variety of expressions. We are pursuing a design that fits beautifully in both unusual fashion and NY mainstream normcore fashion.

Although it is thick, it is used for everyday wear by using a material that blends in with your skin flexibly.



RUNWAY

Date: 09/04/2019

Location: Manhattan

Seating Capacity: over200

Type: haute couture runway

kentina's haute couture products are made by leftovers which are occurred during the work in process of ready to wear denim jeans and used denim jeans. The concept of show is "make-up is not for only models but also clothes." Kento Utsubo as a make-up artist will remake the ready to wear denim jeans and create many variety types of jeans from 2types of redy to wear denim jeans.









MEDIA LINKS

WEBSITE

[HTTPS://KENTO-CREATE.COM/](https://kento-create.com/)
[HTTPS://JP.KENTINA.NYC/](https://jp.kentina.nyc/)

INSTAGRAM

[HTTPS://WWW.INSTAGRAM.COM/KENTINA_OFFICIAL/](https://www.instagram.com/kentina_official/)

FACEBOOKPAGE

[HTTPS://WWW.FACEBOOK.COM/KENTINA.OFFICIAL/](https://www.facebook.com/kentina_official/)

CONTACT INFORMATION

For any questions or
concerns

COMPANY

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IMAGERY



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