



Some of the world's top-class pâtissiers will create exquisite confections in a live show

# 「Tokyo Sweets Collection 2015」 Presenting a feast of first-round content “Collaboration with Hanae Mori manuscript”

Event name: Tokyo Sweets Collection 2015

Date: November 15 (Sun.), 2015

1<sup>st</sup> show 13:30 (open from 12:45) 2<sup>nd</sup> show 17:30 (open from 16:45)

Venue: Club eX/Shinagawa Prince Hotel (4-10-30 Takanawa, Minato Ward, Tokyo)

Tokyo Sweets Collection 2015 will be held on Sunday, November 15, 2015 at Club eX in the Shinagawa Prince Hotel. This year marks the 7th time the event has been held. Our guest pâtissiers will present original works on the theme of 1/365 Birth. (Birth—1 day out of 365). The pâtissiers will create sweets conceived specially for the occasion, live on stage. Our guests will be served the original creations of each pâtissier, making an event where the lusciousness of sweets can

## Feature 1: Collaboration with Hanae Mori manuscript

Tokyo Sweets Collection 2015 features a collaboration with Hanae Mori's new line, Hanae Mori manuscript, produced by young designer Yu Amatsu (35). Displaying the unique style of Tokyo Sweets Collection, the fashion designer and pâtissiers will present their new creations with a fashion show.

## Feature 2: Nine pâtissiers will create original baked pastries live on stage

A total of nine guest pâtissiers will produce baked pastries live on stage, which will then be served freshly made to our guests.



▲ Tokyo Sweets Collection 2015 poster



▲ Hanae Mori manuscript 2015 Autumn & Winter



▲ At Tokyo Sweets Collection 2014

The show is produced by Kenji Ōhashi, owner and chef at PÂTISSERIE PEUPLIER. The participating pâtissiers are Kōichi Izumi of ASTERISQUE, Kōtatsu Kanda of L' AUTOMNE, Yasuhiro Takagi of ENTRÉE, Jirō Tanaka of CALVA, Toshihiko Yoroizuka of Toshi Yoroizuka. Yoshinori Matsushima of Nagoya Marriott Associa, Yūichi Shiratori of 14Juillet Tokyo and sweets artist KUNIKA will make guest appearances. We will be most grateful if you would mention this event.

Media enquiries:

Tokyo Sweets Collection 2015 PR Office

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To all members of the press  
Event release

Tokyo Sweets Collection 2015 PR Office



### Collaboration with Hanae Mori manuscrit

Yu Amatsu is the first designer other than Hanae Mori to work on design at the label. He will present the new line, Hanae Mori manuscrit, in a collaboration with Tokyo Sweets Collection held on November 15 (Sunday) at an event featuring the designer and pâtissiers on the theme of 1/365 Birth. There will also be stage show combining sweets and fashion.

「Hanae Mori manuscrit」2015 AW



#### ■ Profile Yu Amatsu, Hanae Mori manuscrit designer

After working as a freelance apparel designer since 2002, Amatsu made his way to New York alone. He established his own brand, “a degree”, presenting collections with a focus on patterns. In 2007 he worked as main patternmaker and designer for the 2010 NY Collection brand Jen Kao. At the same time, he was costume designer for the CD covers and promotional videos of Patti Smith, Flo Rida and other artists. In 2010, he was selected for the JFW Shinmai Creator's Project 2010 A/W, whereupon he returned to Japan and debuted his Tokyo Collection. He established the company 212, and started A DEGREE FAHRENHEIT, as a clothing brand for men and women.



▲ Yu Amatsu

#### ■ The Hanae Mori manuscrit brand concept



manuscrit is French for ‘handwritten’ and ‘manuscript’ . Handwritten text, or calligraphy, is a style of art similar to drawing, or to creating clothes. In ancient Egypt and Mesopotamia, text was written by scribes, who were dignified leaders. Over time, handwritten text has represented the adventures of each age, and calligraphy has a timeless romance, symbolizing elegance. Writing by hand has a strong affinity with Hanae Mori’s design philosophy of creating by hand, and the brand name manuscrit was chosen to reflect this. The basic concept of the brand — Refinement, Opulence, Hauteur — lives on today in Hanae Mori manuscrit. The designs emphasize silhouette, detail, and graphics, in keeping with Elegance, the perennial theme of the Hanae Mori brand. Taking the butterfly as the icon of the brand identity, the new wardrobe focuses on women who play active roles in every aspect of life.

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**Nine pâtissiers will create original baked pastries live on stage**

A total of nine guest pâtissiers will produce baked pastries live on stage, which will then be served freshly made to our guests.



▲ At Tokyo Sweets Collection 2014  
Creating three types of cake (sesame, pistachio and figues) live on stage



▲ At Tokyo Sweets Collection 2014  
A chocolate sculpture created on stage

**Tokyo Sweets Collection 2015 Concept**

**「1/365 Birth」**

Every person and entity that is born on earth has just one birthday, every 365 days. This is a blessing common to every life.

At Tokyo Sweets Collection 2015, our guest pâtissiers will present original works on the theme of 1/365 Birth. The pâtissiers, fashion designers, and various creators will represent the birth and blessings of life in all its forms in a dynamic stage performance.



There will also be a premium show in collaboration with Meiji Chelsea. This colorful and classy performance will feature Chelsea's distinctive floral motif. We will be delivering the brand message "I want to give you Chelsea", directly to our guests.

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### ■ About the Tokyo Sweets Collection

The Tokyo Sweets Collection is an entertainment event experienced with all five senses which gathers top pâtissiers in Japan under one roof to display their advanced skills and polished tastes in a situation completely different from the ordinary in front of the general public.

Prior to the Tokyo Sweets Collection, there was no precedent in Japan for a comprehensive, interdisciplinary sweets event which enabled attendees to discover new possibilities, creativity, and delights concerning sweets, and to come into direct contact with pâtissiers who combine both taste and ability.

Under the watchwords of "Never forgetting to take on the challenge of something new each year and doing something which no one has done," and since its creation in 2008 as an integrated sweets entertainment event originating in Japan and Tokyo, the Tokyo Sweets Collection has continued to present new and sweet delights to the world, starting with collaboration between Japan's top pâtissiers and fashion designers.

<Details>

Date: November 15 (Sunday), 2015 1st show Opens 12:45 Starts 13:30 2nd show Opens 16:45 Starts 17:30

Venue: Club eX/Shinagawa Prince Hotel

Capacity: 600 people (300 people × 2 shows)

Admission: ¥8,000 (including tax) includes freshly made confectionery and a set of original TSC baked pastries

Organizer: Tokyo Sweets Collection Executive Committee

Planning and production: ASP

General Producer: Kenji Ōhashi (Owner and Chef, PÂTISSERIE PEUPLIER)

Special cooperation:

meiji  
CHELSEA

Sponsor:

Tropicana.

Information about other companies to be posted later

Booking: <http://eplus.jp/tsc2015-hp/>

General sale: From September 13 (Sunday) 2015 until sold out

### ● Participating pâtissiers

#### ○ Show

Kōichi Izumi ASTERISQUE

Kōtatsu Kanda L'AUTOMNE

Yasuhiro Takagi ENTRÉE

Jirō Tanaka CALVA

Toshihiko Yoroizuka Toshi Yoroizuka

#### ○ Guest appearances

Yoshinori Matsushima

Nagoya Marriott Associa

Yūichi Shiratori

14Juillet Tokyo

KUNIKA

Sweets artist



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■ 「Tokyo Sweets Collection 2015」 Pâtissier Profiles



**Kōichi Izumi / Owner and Chef, ASTERISQUE**

2005 World Chocolate Masters Japan representative and 3<sup>rd</sup> Prize winner. Served as Captain for Team Japan at the 2006 World Pastry Team Championship. After many years serving at the well-known Salon de Thé CERISIER in Chōfu, Tokyo, opened ASTERISQUE in 2012.

<http://asterisque-izumi.com/>



**Kōtatsu Kanda / Owner and Chef, L'AUTOMNE**

Born in 1972. Originally from Tokyo. Travelled to France repeatedly to participate in competitions. Winner of the Prix Chocolat Jean-Marie Sibenaler. Thereafter won awards at numerous competitions held in parts of France such as Paris and Provence. After returning to Japan, took over operation of L'AUTOMNE, a patisserie managed by his parents, and assumed position as Owner and Chef in 1998. He is widely active, currently supervising and publishing Nintendo DS software, and planning original Line stickers.

<http://www.lautomne.jp/>



**Yasuhiro Takagi / Chef and Pâtissier, ENTRÉE (Funabashi, Chiba)**

Born in 1973. Originally from Chiba. Travelled to France in 1992. Trained at Prince de France. After returning to Japan, took over operation of ENTRÉE as Chief from his father in 1997. Received the Grand Gold Quality Award for five years running from 1999 in the Chocolate, Confectionery and Biscuits category of the Monde Selection in Belgium. Also won on TV Champion and in other events. Currently focusing on activities to contribute to his home town of Funabashi. Assumed position as an adviser for the NPO Table for Two in 2012.



**Jirō Tanaka / Owner and Chef, CALVA**

Born in Kanagawa in 1979. Invited in 2001 by Hideki Kawamura to work as part of the opening staff at Pâtisserie à tes souhaits in Kichijōji. Travelled to France in 2007. Approved as the first foreign staff member at Pâtisserie chocolaterie JULIEN Rouen in Normandy by Chef Julien. Opened Pâtisserie CALVA in his hometown of Ōfuna in 2009. In addition to serving as a member of Team Japan at the World Pastry Team Championship in the sugar piece category, has won numerous competition awards.

<http://www.calva.jp/>



**Toshihiko Yoroizuka / Owner and Chef, Toshi Yoroizuka**

Trained for eight years in Europe and won a competition in Paris. In 2004, after an eight-year apprenticeship in Europe, he opened Toshi Yoroizuka in Ebisu, Tokyo. He currently has four shops in Tokyo and is expanding to Odawara. In 2009, he opened his own cacao farm in Ecuador. His pursuit of perfect confectionery starts with the raw ingredients.

<http://www.grand-pâtissier.info/ToshiYoroizuka/>

○ Guest appearances



**Yoshinori Matsushima / Head Pâtissier, Nagoya Marriott Associa**

Raised in a household which operated a Western pastry shop, a dyed-in-the-wool pâtissier. After serving in places such as Ashiya pâtissier de Michel, the KYOTO CENTURY HOTEL, the Osaka ANA Hotel Sheraton, pâtisserie friand, and the Osaka Miyako Hotel, assumed position as Head Pâtissier at the Nagoya Marriott Associa in 1999.

Achieved a first place win in the individual competitions at the Coupe du Monde de la Pâtisserie.

<http://www.associa.com/nma/>



**Yūichi Shiratori Owner & chef at 14Juillet, Tokyo**

Born in 1965. From Saitama Prefecture. After working at Ōfū-gashi KUDOH and Arpajon, he moved to France in 1989, where he apprenticed at Duthil and Rousseau et soeurs. Returning to Japan, in 1991 he opened Pâtisserie 14Juillet in Koshigaya, Saitama Prefecture.

In April 2007, he opened 14Juillet Tokyo in the basement of the Marunouchi Shinmaru Building.

<http://www.14juillet-tokyo.jp/>



**KUNIKA sweets artist**

After an apprenticeship as a pâtissier in the Mandarin Oriental Tokyo, she established herself as a sweets artist. She is active in many fields, producing sugar and sponge cake for photoshoots and exhibitions, iced cookies and sculptures. She also works in costume design, illustration, and wedding coordination, collaborating with apparel brands and fashion models. KUNIKA incorporates sweets in various arts employing her unique sensibility, establishing a growing range of new genres. Currently, she is presenting the popular series Sweet Fairy Tale in CUTIE magazine, around the theme of confectionery and young women.

<https://instagram.com/kunika/>



○ General Producer

**Kenji Ohashi/Owner and chef, PÂTISSERIE PEUPLIER**

Founder and General Producer of Tokyo Sweets Collection.

Chairman of the Saitama Confectionery Association, and Director of the Federation of Japan Confectionery Associations, and of the All Japan Confectionery Association.

In 2007, he was named a Contemporary Master Craftsman by the Minister of Health, Labour and Welfare.