

## TOKKOU Clothingshowcases new collections in London pop-up shop

Newly launched Japanese fashion brand, TOKKOU Clothing, bridges the gap between traditional Japanese culture and modern fashion with new collections showcased in Notting Hill



**London, Sep 29, 2018 ([Issuewire.com](http://Issuewire.com))** - TOKKOU Clothing is a Japanese fashion brand that is aiming to change the fashion game with all made-in-Japan product/tailoring that combines traditional Japanese culture and modern fashion in an unprecedented manner. The clothing company currently has a pop-up shop in Notting Hill (297 Westbourne Grove Notting Hill London W11 2QA) where it is showcasing its newest collections.

Over the years, the fashion world has evolved with different creative minds offering fashion lovers across the globe the best of styles and designs. One brand that is looking to take the fashion world by storm is Tokkou with its cutting-edge designs inspired by Japanese youth subculture offering a unique twist to the industry.

With the brand's first ever pop-up shop in Notting Hill, Tokkou is showcasing its 2019 Spring/Summer collection, Shining in the Dark to lovers of unique fashion style in and around London. The collection includes oversized hoodies, tailored jackets, trousers, sweatpants, shirts, dresses and tailored shorts.

The Notting Hill pop up shop is scheduled to be open to the public, the media and fashion

merchandisers alike from the 21st September to the 2nd October, providing two weeks of exception fashion. Pictures of the successful opening night party held on 21st September can be found here - [https://www.dropbox.com/sh/rqui90qzgx704fb/AADpX9TF9ndPa\\_PP1rvN2TF6a?dl=0](https://www.dropbox.com/sh/rqui90qzgx704fb/AADpX9TF9ndPa_PP1rvN2TF6a?dl=0)

More information about Tokkou and the designs from the fashion brand can be found on their [website](#). Tokkou is also available across several social media platforms including [Facebook](#), [Twitter](#), and [Instagram](#).

## About Tokkou

TOKKOU is a contemporary Japanese fashion house brand based in London with traditional Japanese roots at its core. TOKKOU's cutting-edge designs take inspiration from Japanese youth subculture Bousou-zoku. Run by juvenile delinquents in the early 1970s, over 800 teams drove customized motorcycles in biker gangs displaying anarchy against Japanese mainstream society.



## Media Contact

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