



CHALLENGES
ARE PART
OF OUR HISTORY
CHALLENGES
WILL DEFINE
OUR **FUTURE**







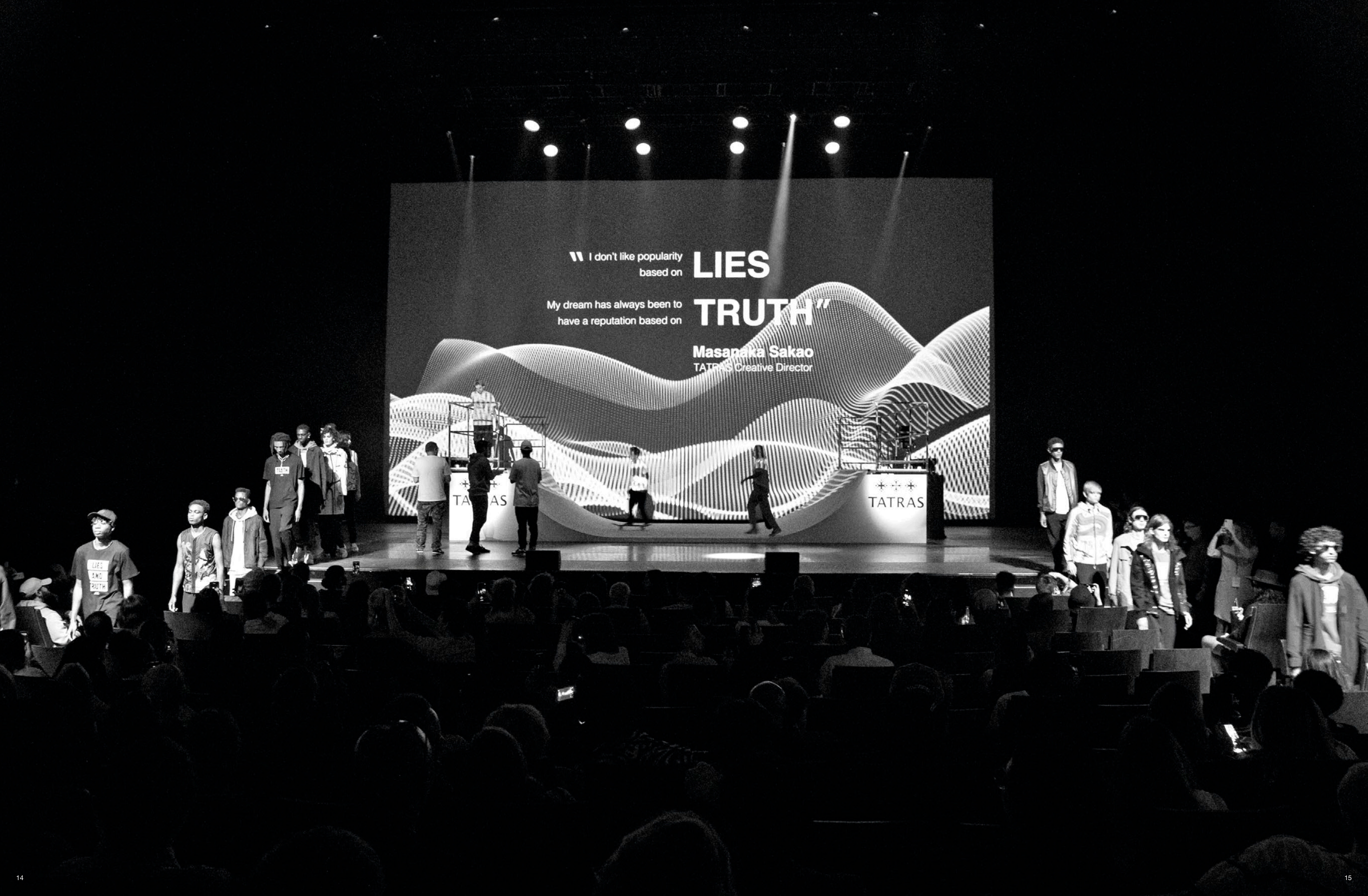
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Masanaka Sakao

“I don’t like to have a popularity based on lies. My dream has always been to have a reputation based on truth”.

Masanaka Sakao is the creative mind of TATRAS. The brand was founded in 2006 in Japan, it grew and evolved in Italy, benefiting from the best features of the two nations in terms of fashion: quality and style. TATRAS was born as an international reality with the aim of transmitting a feeling of freedom and dynamism that goes with all those who think themselves as citizens of the world.



W I don't like popularity
based on

LIES

My dream has always been to
have a reputation based on

TRUTH"

Masanaka Sakao
TATRAS Creative Director

TATRAS

TATRAS



TATRAS journey

TATRAS history begins in 2006 from a big entrepreneurial dream. With a rapid and continuous growth path, the brand has been able to establish itself on the international scene as a fashion brand with a strong creative personality.





In its early years the brand first consolidated its reputation in Japan, positioning itself in the best department stores of its country of birth. The next step was to start the brand's internationalization with the opening of a showroom in Milan in order to optimize the distribution both in Italy and abroad. TATRAS has therefore seen its appreciation grow worldwide, developing and strengthening in new markets and thus including an important presence in Italy, Japan, Europe, Usa and the Far East.





The brand is now positioned in the luxury segment of the fashion world and it is sold in more than 350 stores, including the most important selected shops and the most prestigious department stores. TATRAS is cooperating with PR offices and Sales Agencies all over the world in order to support marketing projects and wholesale expansion.



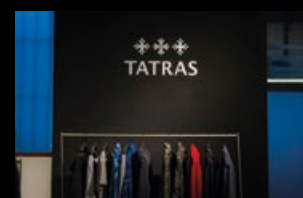
2006

Brand foundation year

TATRAS

2008

Opening of the
Showroom in Milan



2011

Opening of the
Flagship Store
in Via Bigli, Milan



2013

Acquisition
of TATRAS by
YAGI group

YAGI & CO.,LTD.

2014

Opening of the
Flagship Store
in Aoyama, Tokyo



2015

Opening of the first
Flagship Store in Osaka



2017

Launch of the
ecommerce worldwide



2018

Opening of the
Flagship Store
in Via della Spiga 3,
in the heart of
Milan fashion district



Opening of the
Flagship Store
in Midtown Hibiya, Tokyo



2019

First Paris
fashion show





















Artistic projects and collaborations

TATRAS collections are inspired by new creative languages of young international designers. Among the most famous collaborations, the ones with Riot Hill, Dim Mak and The Berrics.

The artistic vision of Jordan Fresher, Riot Hill's founder and designer, the music world of Steve Aoki and the atmosphere of the legendary skateboarder Steve Berra, have been the inspiration for capsule collections based on streetwear with a strong fashion attitude.





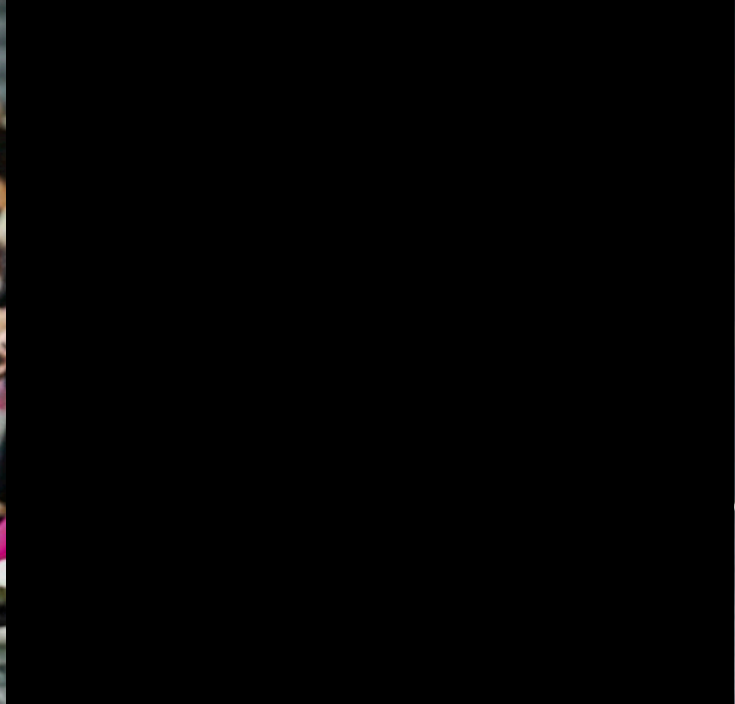


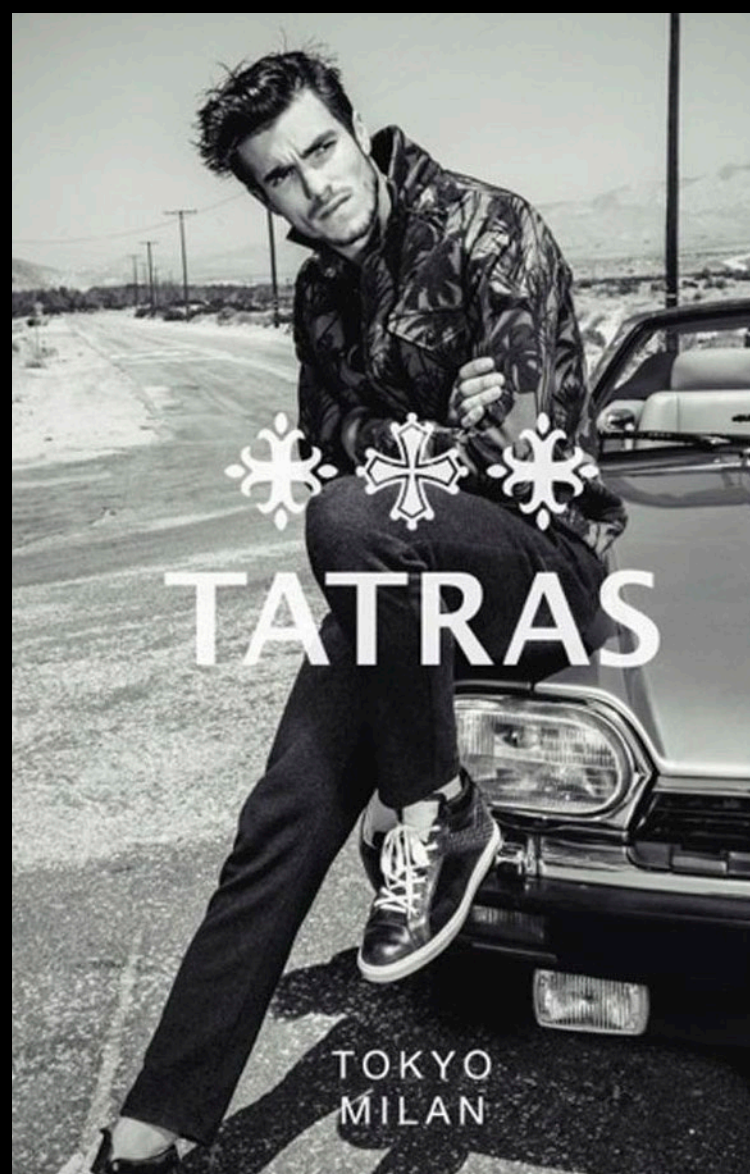


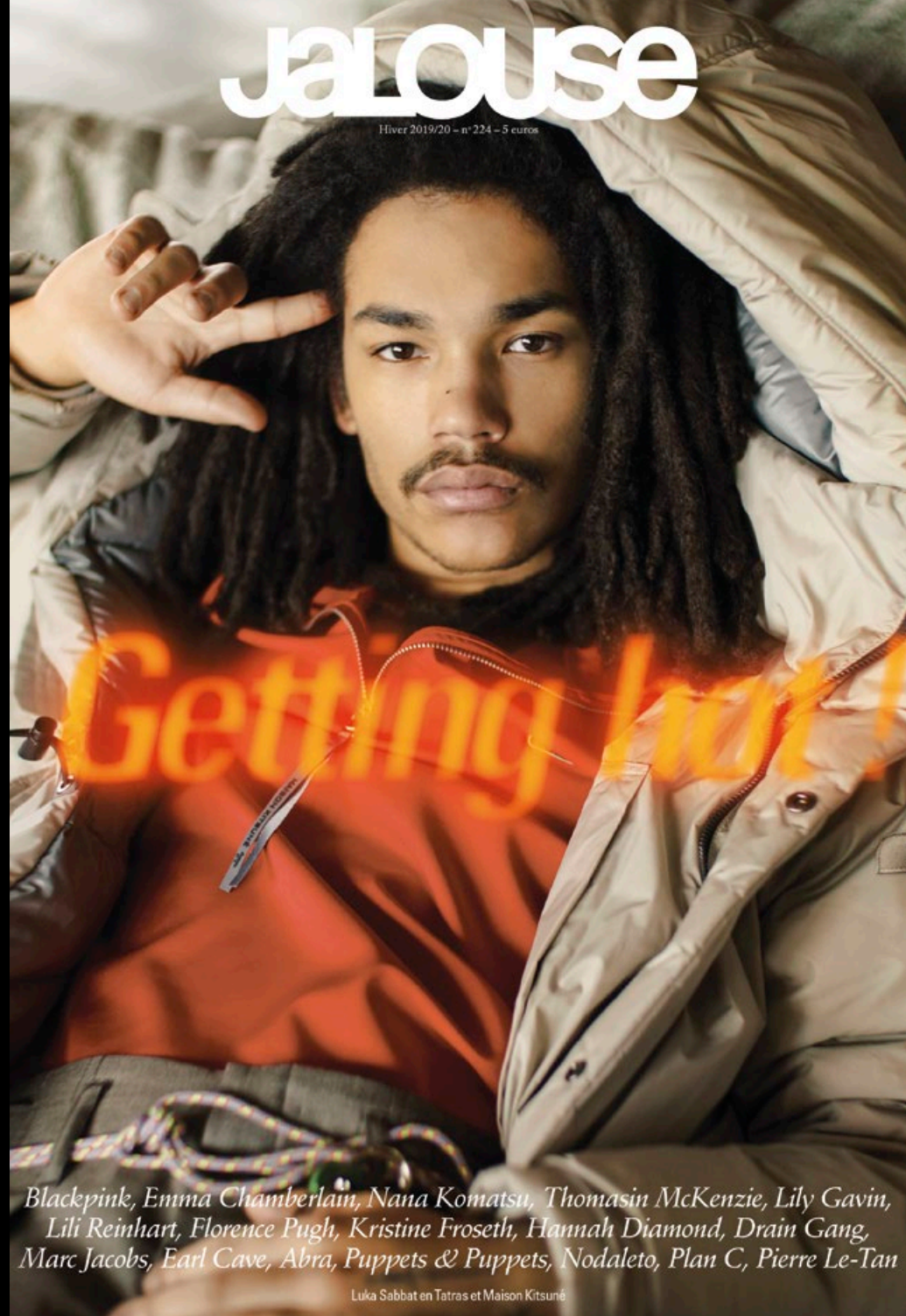


Design and style

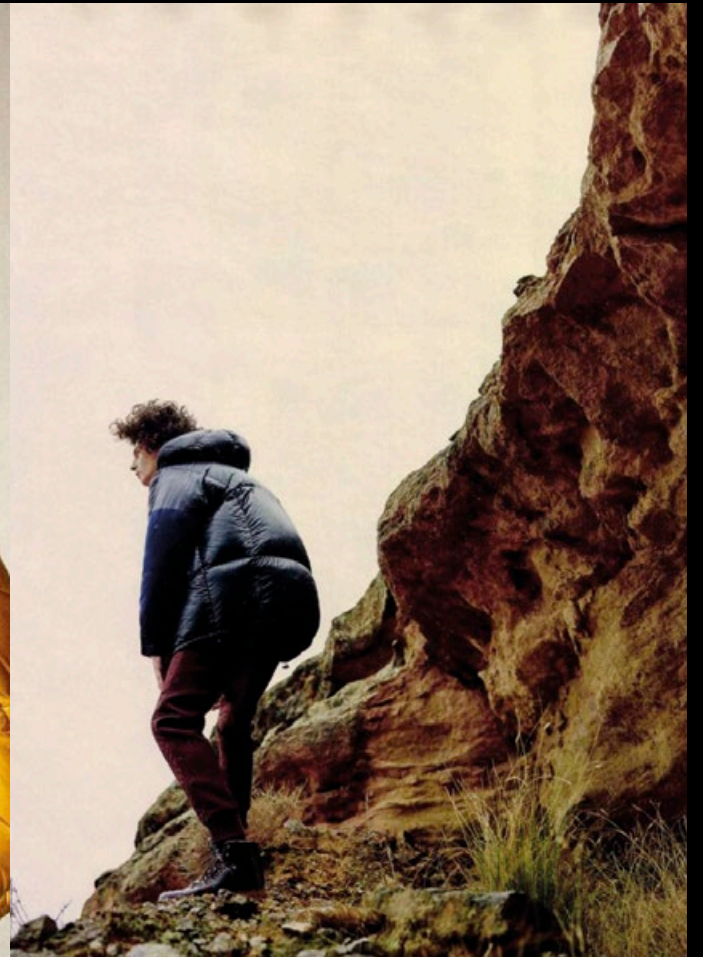
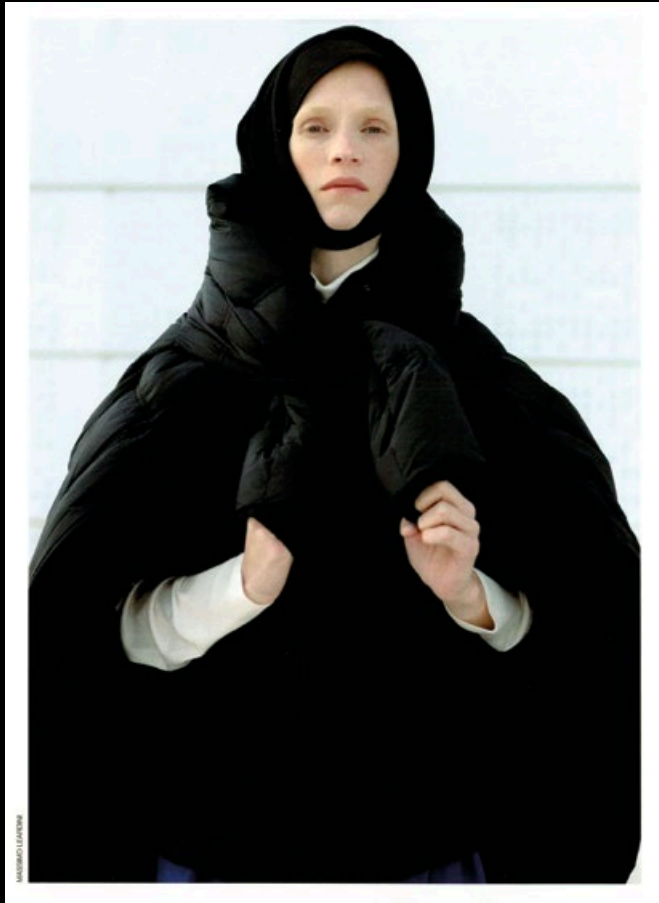
Each piece has its own identity. Clean and refined shapes enriched with precious details. Garments designed for people who love to play with fashion trends without forgetting about elegance.







BOMBER IN RASO, TATRAS
GIOCCOLLO IN MAGLIA DI LANA CON RICAMO E PANTALONI IN COTONE, TUTTO VERSACE



Oversize
Se sei alta e slanciata
abbina il maxi
piumino a capi XL. Se
sei minuta, resta
su tagli slim. Solo le
scarpe staranno
bene grosse.

Piumino oversize con
dettagli di lana (Tatras
by Paolo James
Mosley, 560 euro,
lg. S-L). Maglione di
lana e mohair (59,95
euro), tuta di velluto
Nero (29,95 euro).
Tutto Zara, lg. S-L.

Tonino Lamborghini
1947 Retrograde Automatico
NESSUN COMPROMESSO
Tecnologia e grinta racchiuse
in forme classiche
NO COMPROMISES
Technology and determination
in classic shapes
Coat
TATRAS
Sweater
C.P. COMPANY
Mobile phone
TONINO LAMBORGHINI

Mode

NACHHER

„Nach der Arbeit
möchte ich
gern wieder
mehr
Mädchen sein“



Athleisure
Der Mix aus Sportswear
und Lässigkeit ist der
Look des Jahres. Zum
teilweise transparenten
Kapuzenpulli und
Jogipants mit Seilen-
streifen findet sich in
Annes Sammlung
bestimmt der passende
Schuh - etwa coole
Trekking-Sandalen
mit dicken Sohlen. Das
Make-up mit toffee-
braunen Smokey-Eyes
betont ihre blauen
Augen und gibt
dem Stil den perfekten
Hauch Klasse.
SHIRT: TATRAS,
CA. 220 EURO. **JOGPANTS:**
RANI, CA. 190 EURO

Blazer jacket Jack & James's Taro
T-shirt and jeans Anna
Sergio Pignatelli
Necklace and bracelet Shantel Pignatelli
Mini bag Les Petits Jumeaux
Jelly shoes Stuart Weitzman

Jalouse

11/12/2019 20:00 - 22:00 - 15 euro

Getting hot!

Blackpink, Emma Chamberlain, Nana Komatsu, Thomasin McKenzie, Lily Gavin,
Lili Reinhart, Florence Pugh, Kristine Froese, Haunani Diamond, Drain Gang,
Marc Jacobs, Earl Cave, Abba, Puppets & Puppets, Nodaleto, Plan C, Pierre Le-Tan

Camille Janssen en Tatras, Coppone et Wolford

Giacca a pioggia con stampa
digitale foglie Tatras anche per
lei, jeans skinny Levi's, sneaker
Adidas Superstar per Foot
Locker con bande e tallone
in cinghia, occhiali da sole
in acetato Diagonal





A FAST AND
CONTINUOUS
GROWTH BUILT WITH
DESIGN, QUALITY
AND INNOVATION





**Quality
without compromises**

Each Tattras piece uses the best goose down on the market. Small, soft and capable of giving absolute lightness to each individual garment.

Added to this, is also a series of collaborations with the most important fabrics manufacturers on the Italian and Japanese market. The result is a perfect combination of excellence, tradition and technical performance of absolute value even in extreme climatic conditions.





Experience, tradition and research come together in collections which represent modernity using the best Italian and Japanese fabrics. Big names in the manufacturing world, such as Loropiana, Botto Giuseppe and Limonta create iconic prints for TATRAS.





FROM TOKYO
THROUGH MILANO
AIMING TO REACH
EACH CITY
IN THE WORLD





TATRAS worldwide

Tatras is part of the YAGI group, a leading company in the import-export of textile products with a turnover of over a billion dollars. Since the TATRAS rise was great, the group wants to make sure the brand will have all the means for a solid continuous growth.



TOKYO · MILAN · PARIS · SEOUL NEW YORK · LOS ANGELES · OSAKA

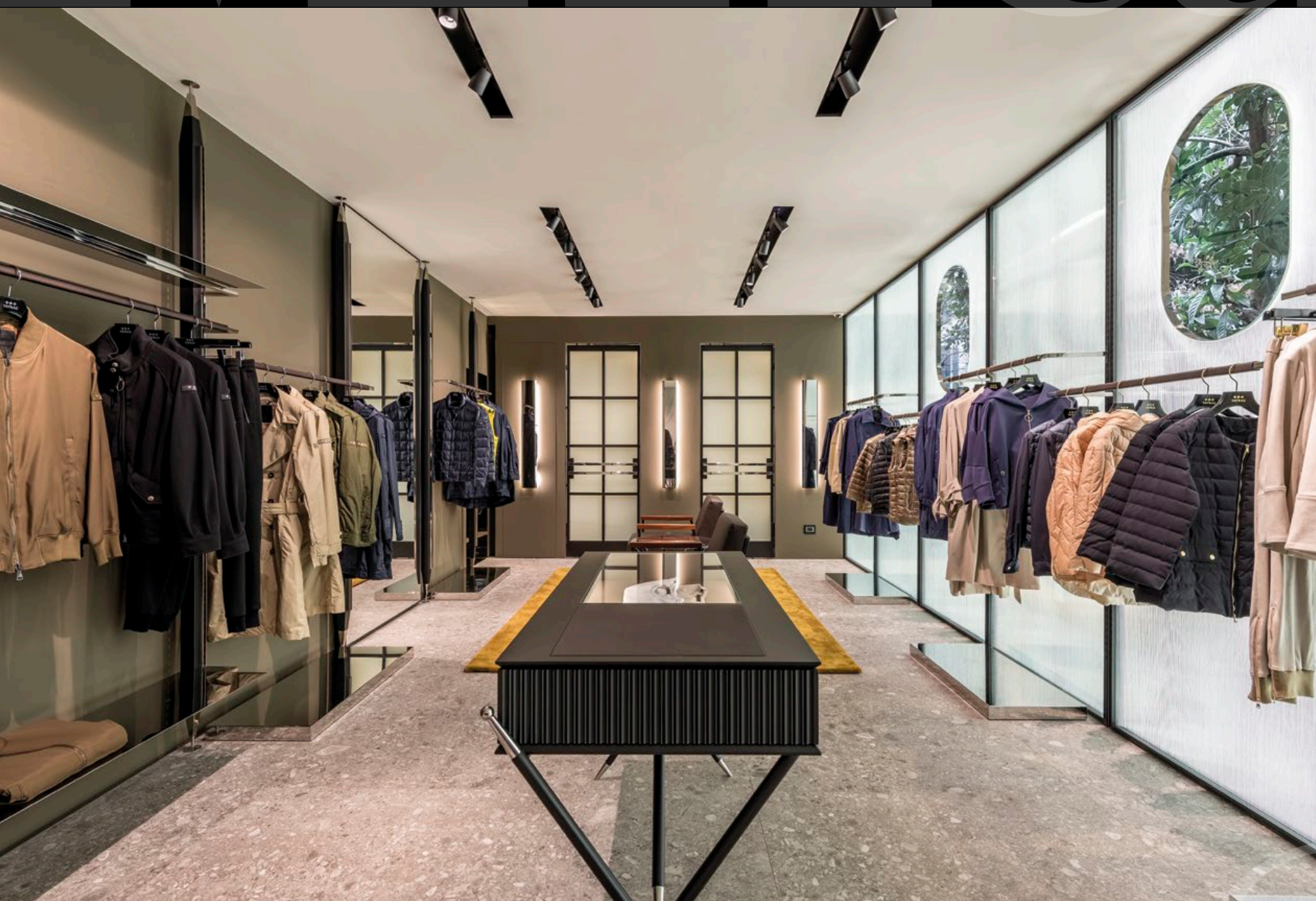




TRUNKVO



Milam



Seoul



THE
TATRAS
EXPERIENCE

Reference

Los Angeles

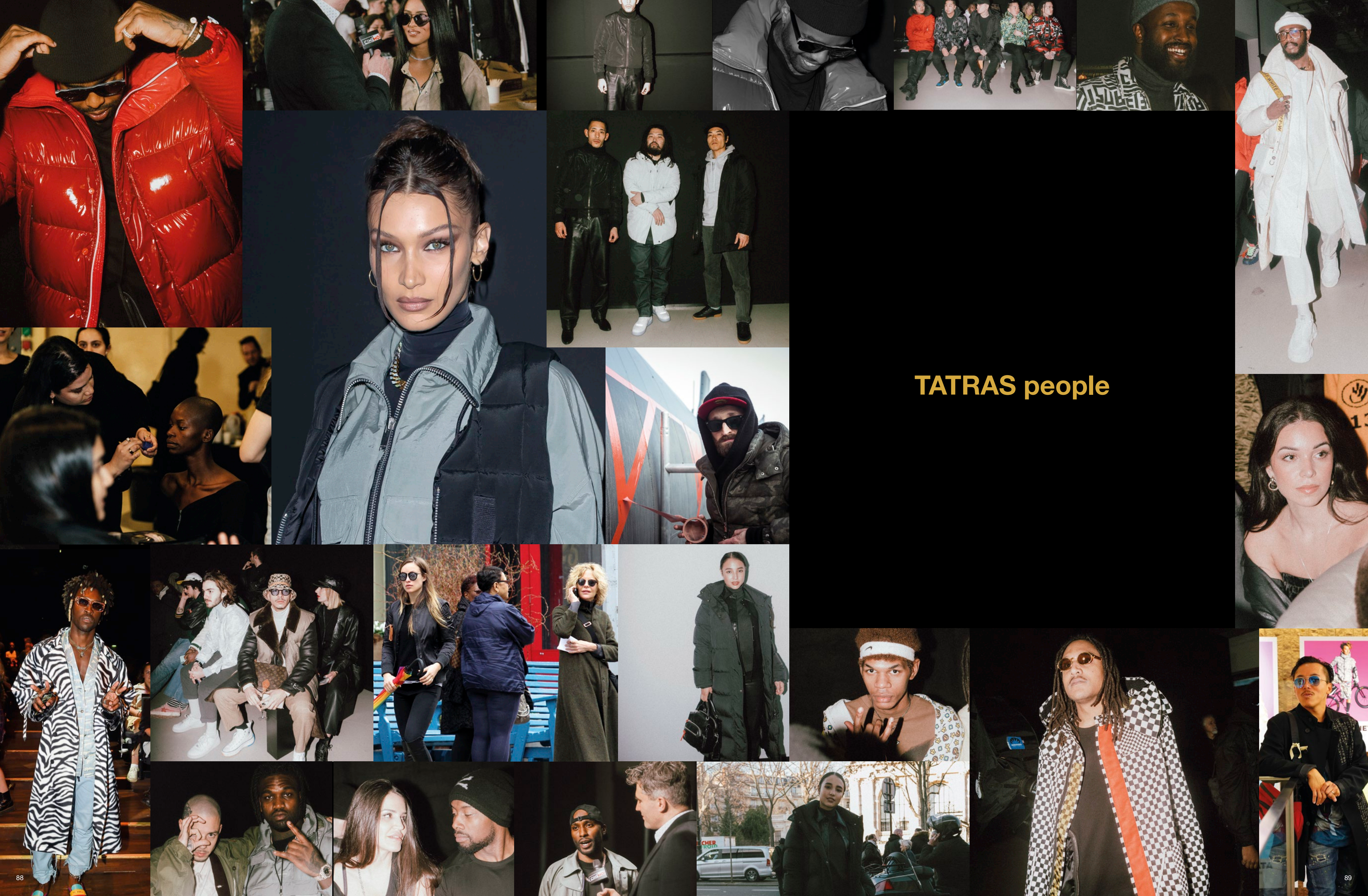


❄️❄️❄️
TATRAS



New York







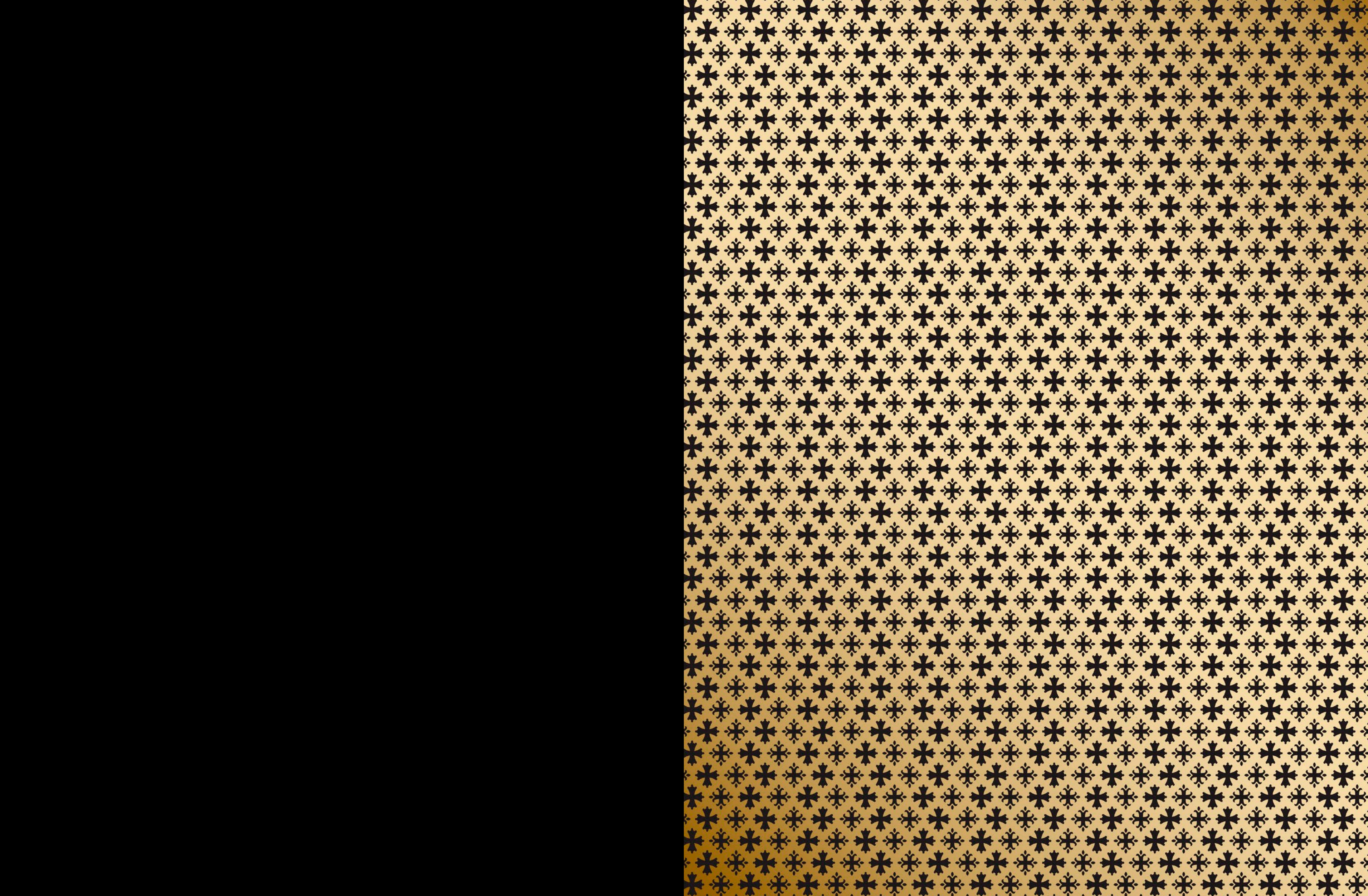


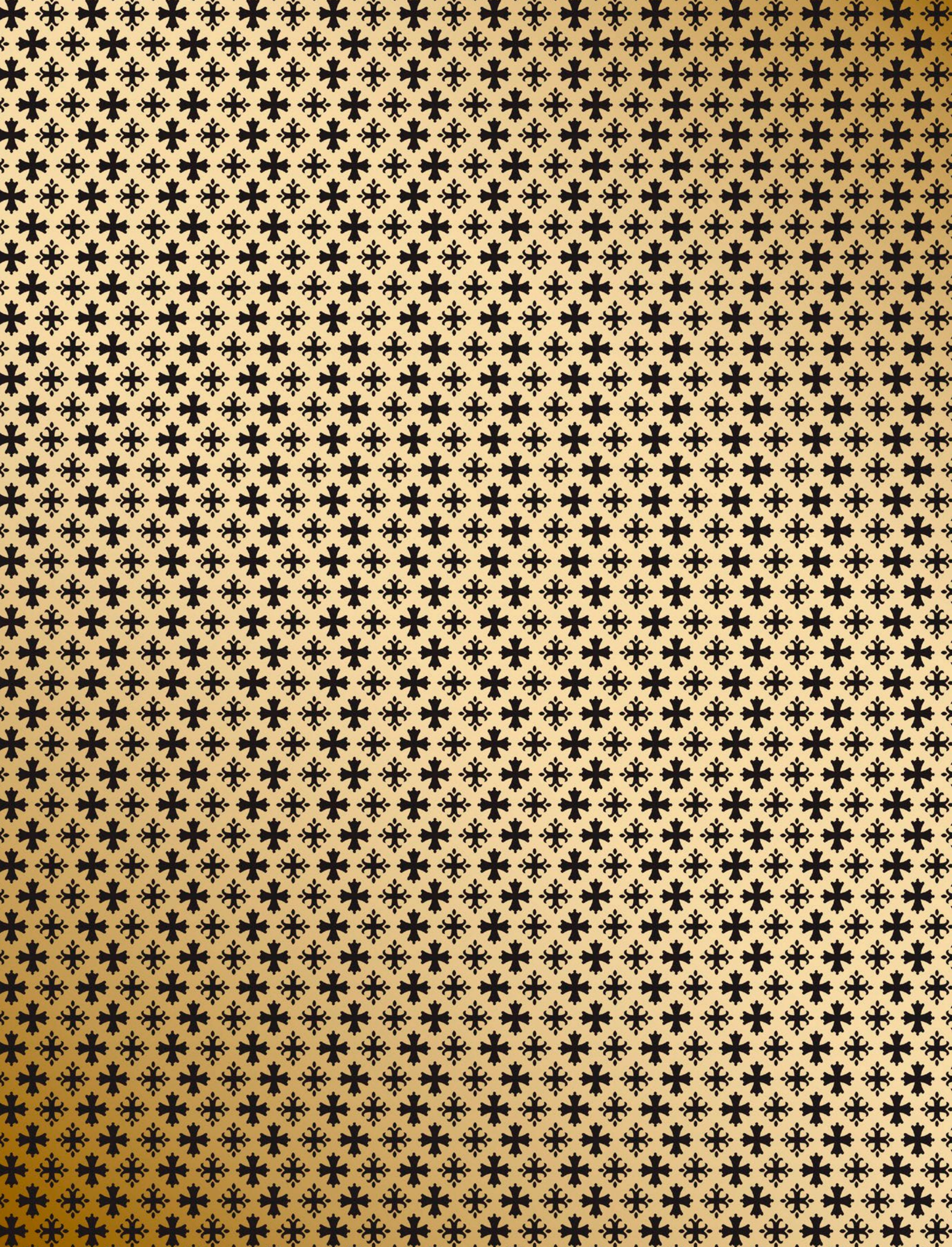
Future vision

Tatras is a brand in continuous growth and great development. Among future projects, TATRAS wants to establish itself as one of the top tier outerwear brands, thanks to an effective marketing strategy, digital and not, retail expansion, investment in its online store and a constant presence during Paris fashion week.

The French capital is the launching pad from which Masanaka Sakao intends to reach a solid brand awareness at European level: with the future opening of a Flagship Store in the heart of Paris, the support of the Parisian PR office and a sales agency to develop the wholesale market throughout the country.









PLAY THE VIDEO

<https://youtu.be/giaDjyecfxw>

