The Comme des Garçons dispute and an · an revolution:
Change of positioning of pret-a-porter in a dispute of
Yutaka Haniya and Takaaki Yoshimoto

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In 1984, Takaaki Yoshimoto wrote an essay. By this, "the Comme des Garçons dispute" occurred between Takaaki Yoshimoto and Yutaka Haniya. Comme des Garçons is one of the most famous Japanese fashion brands. It is said that "the Comme des Garçons dispute" brought about "the thorough relativism." It is the view that a literary work and goods have the same value. Moreover, critics said that, through "the Comme des Garçons dispute", Yoshimoto produced the idea that capitalism released the people.

There are two important things. One is that the name of "the Comme des Garçons dispute" stuck although it hardly argued about Comme des Garçons. The other is that Yoshimoto changed how to explain Fashion on the way in a dispute. We can see change of the meaning of the clothes in Japanese society through those.

With the heritage of the Japanese society of the 50s and the 60s, Japanese fashion designer has played an active part in Paris from the 70s to the 80s. Many people who know how to make clothes well, supported them. When Yoshimoto criticized Haniya, he said Comme des Garçons is art. People stop making clothes and became to have a custom to buy that in the 80s. Clothes had changed from products completely to consumer goods. Since Yoshimoto recognized that fashion industry is similar to publishing industry, he has compared clothes with the literary work. "The Comme des Garçons dispute" was mythogenesis of pret-a-porter.