



DIY acoustic recordings from L.A. in Onitsuka Tiger Japan’s dreamy autumn film

Description



Streetwear fashion brand **Onitsuka Tiger** have unveiled their **Autumn Winter 2018** season movie for the **Japanese** market.

In line with the slower, darker, cosier days of the colder months, the film focuses on slow-motion tracking shots, a washed out colour palette and models dressed in cosy vintage-look layers.

Our work on this project involved finding the most seamless accompaniment to the dreamy sepia-toned images. We needed look no further than **Tomemitsu's "In Dreams."**

The **Echo Park, Los Angeles** based singer/songwriter, real name **Martin Roark**, is a proponent of DIY bedroom acoustic gems, with a signature singing style which delivers lyrics in a lush whispered. "In Dreams" first featured on Tomemitsu's **2013** debut cassette album, ***m_o_d_e_s***.

Watch the Onitsuka Tiger campaign film below:

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