



Sensory percussion and night-time improvisation heralds Onitsuka Tiger’s new season

Description



The spring thaw is already here, as are the season's new fits and kicks from **Onitsuka Tiger**.

The **Japanese fashion brand's** campaign movie for **Spring/Summer 2019** once again features their signature film style: gorgeous, slow-panned, psychedelic images of hip young models decked out in **Onitsuka Tiger's** newest garb.

For this warmer season the models pose amongst a dreamscape of cacti, tall grasses and other greenery.

Signalling the spring rebirth, but still capturing the cool feel of **Onitsuka Tiger**, is the adâ??s featured song â??Night Improv 340â?• by **Canadian musician Etienne Mason**.

The composition is evocative and abstract, and was born of the musicianâ??s Night Improv project: he records a new improvisational session every night, which is then shared on on his YouTube channel. â??Night Improv 340â?• is **an exploration of sensory percussion**, and was composed live with a **drum kit, OTO Bam reverb processor & autoharp**.

Watch Onitsuka Tigerâ??s 2019 Spring/Summer Season Movie below.