



Onitsuka Tiger are beside the seaside for the unveiling of their SS20 collection

Description



Onitsuka Tiger's **SS20** collection film is more trip than trip to the beach. Its stars are reflected and abstracted in the waves, making for the edgiest beach holiday on record and without a sand castle in sight. We sourced and licensed experimental duo **YVETTE**'s track **â??Besidesâ??** to complement the avant garde feel of the visuals.

Onitsuka Tiger aren't afraid to make bold choices with the music in their campaigns, making them an exciting brand to work with. Our previous work with them has included [techno](#) and [improvised percussion](#), forging a distinct audio brand.

YVETTE make deeply spiritual, wildly aggressive noise music in the tradition of early post-punk and industrial artists like **Throbbing Gristle**, **Cabaret Voltaire** and **This Heat**. A barrage of rolling toms and sub-bass triggers, processed guitar noise, and monk-like incantations gives their music a visceral quality.

Made up of **Noah Kardos-Fein** and **Dale Eisinger**, the Brooklyn-based duo have performed alongside The Rapture, Factory Floor, White Suns, Sleigh Bells and Thurston Moore, and are part of the **GODMODE** family.

Watch Onitsuka Tiger's 2020 Spring Summer Movie here: