



Hinako and Chrissie
Seams wearing Feitico
and Rubber Moscow,
styled by Kid'0.

KURAGE

Latex is usually associated with fetish fashion, but Kurage turns it into art.

Kid'0, the creator of latex brand Kurage, has an interesting perspective on his label. "Kurage is like a spaceship going out to uncharted territories," he says. "Every now and then, however, we have to take a detour to fix our ship or get supplies. Once that's done, our journey begins anew." The journey is ostensibly the path Kid'0 is continuously charting through the fetish latex world. Having already caused seismic shifts in the way latex is considered as a medium for high fashion, Kid'0 is still searching on a personal journey to his own vision of latex utopia.

"There is no one else in the latex world who comes close to him," says Saeborg, a performing artist who is known for her latex inflatable pig costume—made, of course, by Kid'0. "When I first started out, I got Kid'0 to make all my costumes. I've been accused of monopolizing his time by his other clients," she laughs.

Kurage's latex outfits are all handmade in Kid'0's Tokyo atelier, each piece painstakingly cut and glued into intricate designs. "Latex is a medium that can express everything," he says. "It can be sexy or cute, gothic or futuristic. It frees me to create my vision." Besides latex, Kid'0 has also incorporated other materials into his designs, including upcycled bus and car tires. One hallmark of Kid'0's designs is the face hood that often lacks a mouth and emphasizes the eyes. He traces this back to *Galaxy Express 999*, an anime he watched as a kid, which features a blonde cyborg woman with barely a line for a mouth and gigantic eyes. "That was the first time I felt adult attraction for anything. I guess my fetish is eyes."

Kurage and Kid'0 have gained a cult following for the lavish shows he has put on throughout the world, while breaking new ground in what is possible with latex and rubber fashion. He has designed costumes for superstars in the Japanese entertainment industry including Utada Hikaru, AKB48, and Kyary Pamyu Pamyu. Who knows where his spaceship will take him next?