

How **YOON** Took the Fashion Establishment **BY STORM**

Yoon Ahn is one half of AMBUSH, the Tokyo-based clothing and accessories line that gets its name for its intention of catching people by surprise. Her path to success is equally surprising—and now she's taking the accessories at Dior Men to a more playful level.



My first luxury piece—
“Getting my first pair of Nikes felt like luxury to me when I was really young. It was the Air Max 180. That’s why I chose to do an Air Max 180 for my Nike collaboration, because it meant something. For high-end brands, it was my Louis [Vuitton] bag. Right when I got into college, I felt a little grown and wanted to have something nice.”

What luxury means to me—
“Luxury is something that’s not tangible anymore. I think it’s maybe time—something you just can’t buy.”

Above: The interior of the AMBUSH flagship store in Tokyo.
Opposite: Yoon in front of her Tokyo store.

