

**PRESS RELEASE
OCTOBER 2005**



**COMME DES GARÇONS
GUERRILLA STORE +49 221
BALDUINSTR.20 / SCHAAFENSTRASSE
50676 KOLN**

**TEL. +49 (0)221- 3108065
FAX. +49 (0)221-3109155
HTTP://WWW.GUERRILLA-STORE.COM/PLUS49221/**

**OPENING HOURS:
MONDAY, THURSDAY, FRIDAY 2.00-8.00 PM
SATURDAY 12.00 AM-6.00 PM
TUESDAY AND WEDNESDAY CLOSED OR BY APPOINTMENT.**

Occupation started on 16 September 2005

Location: the former butcher's shop Neffgen, a family company established in the 1950s in the so-called Bermudadreieck of Cologne. Konrad Adenauer, Germany's first chancellor, was born in the neighborhood.

Opening Party on 16 September 2005

Live: Julia Hummer, Marcus Schmickler, The Shubidoos

DJs: Kira Bunse & David-Marlo

COMME des GARÇONS +49221 Customising

Every two months, we will invite artists and designers to produce works in order to change and optimise the original butcher's shop look.

#01 customised by Johannes Wohnseifer, Saturday 29 October 2005

COMME des GARÇONS Guerrilla Store +49221

Brands: COMME des GARÇONS, COMME des GARÇONS Homme Plus, COMME des GARÇONS perfume, COMME des GARÇONS COMME des GARÇONS, COMME des GARÇONS Shirt, Junya Watanabe, Junya Watanabe Men, Robe de Chambre.

We also offer a changing selection of our favourite fashion magazines such as: +81, Arena H+, Another Man, Another Magazine, Brutus, Vman, Doing Bird, Self Service, 032c, Butt, Fantastic Man, Casa Vogue, 10+ man, Re magazine, Kilima, Purple, Ryuko Tsushin

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(GUERRILLA: a small group of independent people fighting for what they believe in.)

The idea is to propose to the local population an array of interesting and creative merchandise in a new way, that is not beholden to seasons, or other industry dictates, and where what counts is the choice of goods and the spirit and the energy, rather than the appearance of carefully designed interiors.

Starting with Berlin on February 14th 2004, Barcelona on March 12th 2004, and Singapore on 22nd May, COMME des GARÇONS plans to open Guerrilla Stores in exocentric, energetic and marginal areas all over the world. At the moment there are Guerrilla Stores in Hong Kong, Copenhagen, Berlin, Reykjavik and Cologne.

RULES/

- 1) The guerrilla store will last no more than one year in any given location.
- 2) The concept for interior design will be largely equal to the existing space.
- 3) The location will be chosen according to its atmosphere, historical connection, geographical

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situation away from established commercial areas or some other interesting feature.

4) The merchandise will be a mix of all seasons, new and old, clothing and accessories, existing or specially created, from COMME des GARÇONS' brands and eventually other brands as well.

5) The partners will take responsibility for the lease and COMME des GARÇONS will support the store with the merchandise on a sale or return basis.

COMME des GARÇONS Guerrilla Store +49221 is a joint venture project between CHEWING THE SUN and MADE IN.

MADE IN is a fashion and skate shop based in Cologne. CHEWING THE SUN is an advertising design studio founded by Eva Gödel, Martin Steinigen and Kristian Wolf in July 1999. The principle governing the work of CHEWING THE SUN is a unique, conceptual approach to design. Mixing new and old media, the studio is adept to scale award-winning solutions from individual to corporate clients. If projects require additional knowledge or expertise, CHEWING THE SUN collaborates with its ever-increasing network of international artists, photographers, writers and product designers.

<http://www.chewingthesun.com/>

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