



PRESS RELEASE

Avery Dennison partners with Japanese streetwear brand Undercover for Autumn Winter 2022 collection

Glendale, CA — October 19, 2022 — [Avery Dennison \(NYSE:AVY\)](#), a global leader in innovation and materials science, branding, and manufacturing, today unveils its partnership with Undercover, a brand founded by Japanese designer Jun Takahashi. The label's new collection incorporates famous scenes from Alfred Hitchcock movies*, with Avery Dennison's Embelex products providing the digitally woven fabrics and high definition embellishments.

Known for its unique streetwear-meets-high-fashion aesthetic, this collection sees Takahashi dig into British-American filmmaker Hitchcock's* psychological thrillers, and curate snippets of film to elevate everyday garments. These suits, jackets and coats from the Undercover collection are constructed with full panels of high definition, digitally-woven fabrics, as well as impeccably detailed patches carefully created by Embelex™. Each specially made garment depicts iconic scenes from Hitchcock's* thrillers through the intricate Embelex™ made by Avery Dennison in Italy.

Jun Takahashi, comments on the partnership, "This collection is all about giving a distorted and unique perspective to everyday clothes, so that they can be extended beyond the conventional. What Embelex™ allows is the ability to produce incredibly high-quality embellishments, bringing my vision to life."

Jeremy Bauer, global commercial director, Embelex™ at Avery Dennison RBIS, shared his thoughts on the collaboration: "Through our powerful technologies we have brought the visions of two incredible artists to life. Jun Takahashi's distinctive and darkly enchanting design approach, combines his love of films and classic Americana, marrying itself effortlessly with Hitchcock's* dramatic universe. The collection is an embodiment of Embelex™ as we ensure detailed branding is at the forefront of every garment, elevating design to the next level."

Through embellishments we have the power to create garments that break the mould and stand out, allowing consumers to showcase their personalities through their style. Each brand has its own unique story to tell and Avery Dennison is proud to be at the forefront of the fashion industry, bringing these stories to life in innovative and creative ways.”

Undercover’s Autumn-Winter 2022 collection will be available for purchase in Undercover shops across Japan and online, as well as in select retailers worldwide. To find out more [click here](#)

To explore more about Embelex™, [click here](#)

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Media contacts:

Samantha Williams or Tai Burke at The Think Tank
samanthaw@thinktank.org.uk taib@thinktank.org.uk

About Avery Dennison Retail Branding and Information Solutions

Avery Dennison Retail Branding and Information Solutions (RBIS) is a global leader in providing physical and digital labeling solutions that enable brands and retailers to address challenges and opportunities from source through to store, and in consumer engagement. RBIS provides end-to-end solutions, predominantly in the apparel and footwear industry, and is a \$1.6 billion division of Avery Dennison Corporation (NYSE: AVY). Its products include tickets, tags, woven and fabric labels, heat transfers, software, printers and consumables. The Avery Dennison Smartrac division that sits within RBIS is the world’s largest UHF RFID partner, with over 1500 patents and applications worldwide serving multiple industries across retail and industrial segments. RBIS serves the global marketplace with operations in 50 countries, across six continents. For more information, visit <https://rbis.averydennison.com/en/home.html>

Find out more about Embelex at embelex.averydennison.com

About Undercover

UNDERCOVER, launched in 1990, became famous in the underground Tokyo scene for its unique fusion of street fashion, art and music subcultures. Later the brand became globally recognized after moving in to high-end fashion in Paris but always continued to keep at its core its unique view of the world.

Find out more about UNDERCOVER [here](#)