

MINI GUIDE

生誕
100
年

森英恵

ヴァイタル・タイプ



HANAE MORI

Vital Type: The 100th Anniversary of Birth

April 15 – July 6, 2026

新国立新美術館
THE NATIONAL ART CENTER, TOKYO

Prologue

Hanae Mori: From Japan to the World



2. Mori at her first shop, "Hiyoshiya," around the time that it opened | mid-1950s | Courtesy of Hanae Mori Office

Hanae Mori was a fashion designer, born in 1926, who created clothes that people everywhere admired. Her name became known all over the world. In this exhibition, you will see many of the works she made, including dresses decorated with butterflies, and learn about her life.

Mori had a picture in her mind of the ideal woman. She called this the "vital type": a lively woman who throws herself fully into both her work and her everyday life.

Mori herself lived in exactly this way. A vital type through and through, she spread the wonder of fashion around the world, soaring with the energy of a butterfly.

Now, let's explore her life together!

Rules in the galleries

Do not touch
the works.

Walk slowly.

Speak in
a quiet voice.

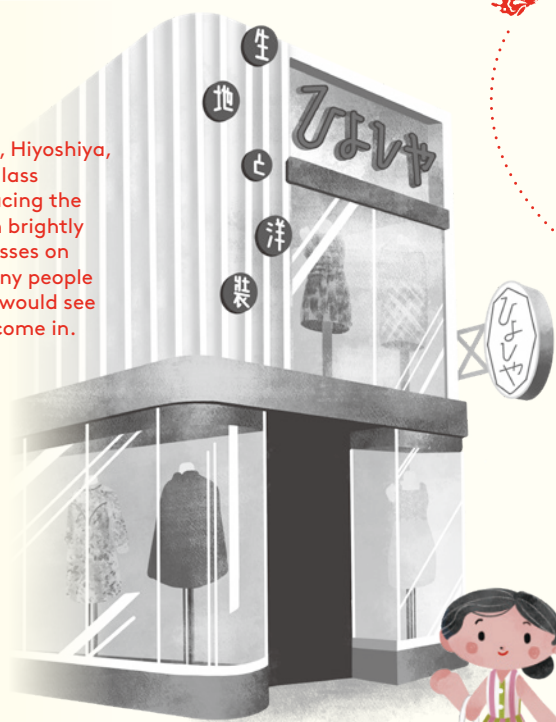
Only use
a pencil to write.

Expanding her talents from the home to the world beyond!

After finishing university, Mori got married right away. Eager to do something new outside the home, she enrolled in a school where she could learn dressmaking. Before long, she opened a shop in Shinjuku, Tokyo selling clothes and textiles that she had made, bags, and accessories. The shop quickly became popular, and she soon started getting requests to make costumes for films. Her days were incredibly busy, but as a mother raising children, Mori also made sure to treasure the time she spent with her family.

POINT

Mori's shop, Hiyoshiya, had large glass windows facing the street, with brightly colored dresses on display. Many people passing by would see them and come in.



Back then, not many married women worked outside the home.



POINT

Mori had a talent for making clothes that perfectly matched the feel of each film and its actors, so more and more work came her way. She is said to have designed costumes for hundreds of films!



3. Hanae Mori | Red floral aloha shirt for men (costume for the film *Crazed Fruit*) | 1956 | Iwami Art Museum

Back then, most homes did not yet have televisions, so going to the cinema was one of people's favorite things to do.



4. Hanae Mori | Day dress (costume for the film *Lone Hawk of the Water Front*) | HANAË MORI | 1967 | Iwami Art Museum



Now, it was time to take her unique Japanese style overseas!

On her first trip abroad, to France and America, Mori began dreaming of bringing her designs to people outside Japan. She deeply studied kimono fabrics and Japanese patterns, designed Western-style clothes that expressed a Japanese feel through their textiles and motifs, and then showed them in America. These dresses brought the beauty of traditional Japanese kimono into Western-style clothing, a form that had originally come from the West, and they were an instant hit.

POINT

Mori made Western-style clothing using fabric from traditional Japanese clothing and kimono sashes. She looked for textiles that had been made for many years in different parts of Japan, and used them in her designs.

Clothes that came to Japan from Western countries are called *yofuku*. Traditional Japanese clothes like kimono are also called *wafuku*.



5. Hanae Mori | Evening ensemble (coat, dress) | HANA E MORI | 1968 | Iwami Art Museum

POINT

To create new Western-style clothes with a clearly Japanese character, Mori worked with textile experts to design the fabrics. They took traditional Japanese motifs like flowers and waves and turned them into large patterns and vivid colors on the fabric.

6. Hanae Mori | Evening Dress (textile “Dream of a Butterfly”) | HANA E MORI | Spring-Summer 1973 | Womni Art Museum, Gift of Mark Pomero y



This dress features butterflies, which Mori was famous for using in her designs.

7. Ukon Textile Design House | Textile “Dream of a Butterfly” | Shiki Fabric House | c. 1973 | Hanae Mori Office



Changing everyday life in Japan through design!

After seeing the latest fashions overseas, Mori wanted people in Japan to discover the joy of living surrounded by beautifully designed things. To make that happen, she introduced new fashions through magazines she published herself and designed everyday items like uniforms and washing machines. Finding ways to make everyday life more beautiful for everybody became Mori's lifelong work.

POINT

Mori added her own special design touch to everyday things, making life in Japan a lot more stylish.



What a cute butterfly washing machine! It brightens up the whole home!!



12. Fashion News from Hanae Mori, No. 42, January 15, 1968 | Fashion House Hanae Mori | Iwami Art Museum
13. Fashion News, No. 63, April 1969 | Ryuko Tsushin Editorial Office (Hiyoshiya Co., Ltd.) | Iwami Art Museum

Look at the scarf! There are more butterflies!



POINT

Mori designed not only dresses for special times but also clothes for work. She wanted to design stylish, comfortable clothes that would make people's everyday lives more cheerful.



9. Hanae Mori | ATM face Uniform (Summer attire) | 2000 | Miko Arts Foundation
8. Hanae Mori | Flight Attendant Uniform (6th generation) | Japan Airlines Co., Ltd. | 1977 | Japan Airlines Co., Ltd.

10. Hanae Mori | Day dress | VIVID | After 1969 | Iwami Art Museum

An unstoppable passion for fashion!

After making a name for herself in Japan and America, Mori became the first person from Asia to take part in fashion shows of special clothing called “haute couture” in Paris, France. Along with the bold colors and patterns she was known for, she took on exciting new challenges. She created clothing shaped by braiding, gathering, and layering fabric, and others decorated with delicate embroidery. Mori’s passion for fashion produced clothing that enchanted people around the world more than ever.

POINT

Haute couture dresses are the finest in the world, made to fit each person who wears them, and each one is truly one of a kind. They are custom-made entirely by hand by skilled artisans.



14. Hanae Mori | Evening dress | HANAЕ MORI HAUTE COUTURE | Fall-Winter 2004 | Sato Shinobu Art Garden Co.,Ltd.

POINT

Mori found design ideas not only in kimono but also in Japanese houses and everyday objects. In this outfit, fabric braided like a traditional Japanese basket is used as decoration.



15. Hanae Mori | Cocktail suit (jacket, skirt) “Black silk-satin and wool cocktail suit” | HANAЕ MORI HAUTE COUTURE | Fall-Winter 1989 | Iwami Art Museum

The sparkling beads and sequins look just like jewels!



Because the item is all black, the glossy sections of the fabric really stand out, making its shape look three-dimensional.



Epilogue

Until she moved to Tokyo when she was in the fourth grade, Hanae Mori spent her childhood in Shimane Prefecture, a place of rich nature where cabbage white butterflies fluttered through the air.

The butterfly, which she often used as a symbol in her designs, came from the scenery of her hometown. No matter how famous she became overseas, Mori always continued to treasure her homeland, Japan.

The butterfly that appears in her designs is still flying energetically around the world, almost like an airplane, carrying her wish to bring the beauty of Japan to the world and the joy of fashion to Japan.



Cover: 1. Hanae Mori | Evening dress | HANAЕ MORI HAUTE COUTURE | Fall-Winter 1982

Back cover: 17. Hanae Mori | Evening dress "Deep sea-blue jumpsuit with kabuki actor" | HANAЕ MORI HAUTE COUTURE | Fall-Winter 2004 | Iwami Art Museum
Photos by: Konosuke Ishii (2) Masaki Ogawa (1, 3-7, 10, 11, 14, 15, 17)
Kazuki Sugimoto (8, 9)

16. HANAЕ MORI's Final Haute Couture Collection |
2004 | Courtesy of Hanae Mori Office



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April 15 (Wed) – July 6 (Mon), 2026

The National Art Center, Tokyo Special Exhibition Gallery 1E



Closed on Tuesdays *Open on May 5

Opening Hours: 10:00-18:00

*10:00-20:00 on Fridays and Saturdays (Last admission 30 minutes before closing)

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Website: <https://morihanae100.jp>

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