

Hanae

VERSION 0.2

Hairline, Regular, **Bold** & **Super**

Named after the trailblazing
Japanese fashion designer, the first
Asian woman to join a Haute-
Couture house in Paris—Hanae Mori.

Editorial in its heart, fashion in its soul, Hanae is a contemporary typeface that ties familiarity and beauty, elegance and fluidity. An evolution from the Old Style Antique, particularly Caslon, combined with the large x-height and wide proportions from Bookman, the classic aesthetic from Times New Roman, and some quirks from Baskerville. Featuring a consistent serif construction across weights, Hanae version 0.2 covers 4 of the 9 up-right styles of a future multiscript family.

Fuchsia Crêpe

HANAE HAIRLINE

Damask Umé

HANAE REGULAR

Kiku Temari

HANAE BOLD

Linen Ajisai

HANAE SUPER

Tsubaki Silk

HANAE BOLD

Organza Bara

HANAE REGULAR

Red Georgette

HANAE HAIRLINE

HANAE MORI, A FASHION DESIGNER WHO DIED ON AUG. 11 AT THE AGE OF 96, IS KNOWN FOR HAVING DESIGNED MANY FILM COSTUMES, IN addition to haute couture clothing in Paris. Mori opened her shop Hiyoshiya in Shinjuku, Tokyo, in 1951. While making a name for herself as an up-and-coming fashion designer, she attracted the attention of people connected to Nikkatsu Corp., a major film production company. At that time, going to movie theaters was the most popular form of entertainment for many Japanese people. More

HANAE HAIRLINE, 16PT

OKADA FIRST MET MORI SHORTLY AFTER MAKING HER DEBUT THROUGH A PERSON INVOLVED IN FILM PRODUCTION, WHO SUGGESTED to Okada that she work with Mori, who had also just debuted. “She was a little older than me and more like an ordinary woman than a fashion designer,” Okada said, recalling their first meeting. “She seemed low-key.” The film-making process around that time had Mori reading each film script, then holding meetings with the director and actors, and start-

HANAE REGULAR, 16PT

“WE EXCHANGED IDEAS ABOUT WHAT THE COSTUME SHOULD BE AND SHE DID THE BASTING [LOOSE STITCHING] AGAIN AND again to make adjustments before the final sewing,” Okada said. “Mori read the script thoroughly no matter how soon she had to finish the costumes and precisely expressed each character through her costumes.” During filming, actors often had to change clothes quickly. As pullover clothing would mess up their hair and makeup,

HANAE BOLD, 16PT

ONCE, OKADA BROUGHT A PAIR OF PANTS TO MORI AND SAID THAT “THEY WERE HARD TO PUT ON.” MORI EXAMINED THEM closely and then began to unpick the seams in front of Okada. “She even started over by making a pattern. I was so surprised,” Okada said. As both of them were very busy with their work, it was extremely difficult for them to find time to do the basting. Okada visited Mori’s shop on her way home from a film studio for stitch-

HANAE SUPER, 16PT

KINMOKUSEI
MAJUSHAGE
BARA MOMO
KURASHIKKU
FUJI TSUBAKI
SAKURASOU
BLOOM YURI
UME SUMIRE

EAST & WEST
FEMININITY
REFLECTION
COUTURIER*
FASHIONISTA
1960'S TOKYO
SPLENDOUR
INSPIRATION

Butterflies Blossom

HAIRLINE & REGULAR

Nostalgic Patterns

Shimane's Cycle

———— BOLD & SUPER ————

Nikkei Muikaidhi

LEGENDARY
{COSTUMES}
INNOVATIVE
SILHOUETTE
DRAMÁTICO
HARU/NATSU
COLLECTION
PARISIENNE

**ORNAMENT
HIYOSHIYA
EMBELLISH
SILK DRESS
FUSEN, 1956
GARMENTS
EXPRESSIVE
BOUTIQUES**

Fuji No.2

Beyond classic elegance
LEGENDARY FASHION
Luxuriant fashion capital

HANAE HAIRLINE

Onna no mizuumi 1966
A POWERFUL FIGURE
Unique mix of cultures!

HANAE REGULAR

Embrace their charm
IWAMI ART MUSEUM
Solid businesswomen

HANAE BOLD

City tailoring atelier
ARTISTIC INSTINCT
The butterfly beauty

HANAE SUPER

HANAE REGULAR, 14/16PT (FRENCH)

Hanae Mori est née dans la province du Japon en 1926. Son père était chirurgien et sa mère était bien sûr une femme au foyer comme c'était courant dans la classe moyenne de l'époque au Japon et ailleurs. Hanae se souvient de la passion de sa mère pour l'habillement et de la façon dont sa mère avait l'habitude de commander des vêtements par catalogue à Tokyo et à Osaka. Elle s'est elle-même davantage impliquée dans la mode après la guerre pendant la période d'occupation lorsqu'elle a vu comment les épouses d'officiers militaires américains s'habillaient et comment les robes leur étaient

HANAE REGULAR, 14/16PT (GERMAN)

Hanae Mori wurde 1926 in der Provinz Japan geboren. Ihr Vater war Chirurg und ihre Mutter natürlich Hausfrau, wie es in der damaligen Mittelschicht sowohl in Japan als auch anderswo üblich war. Hanae erinnert sich an die Leidenschaft ihrer Mutter für das Verkleiden und daran, wie ihre Mutter früher Kleidungsstücke aus Tokio und Osaka per Katalog bestellte. Sie selbst beschäftigte sich nach dem Krieg während der Besatzungszeit intensiver mit Mode, als sie sah, wie sich die Frauen amerikanischer Militäroffiziere kleideten und wie Kleider für sie geschneidert wurden. Der Unterschied zwischen den

HANAE REGULAR, 14/16PT (SWEDISH)

Hanae Mori föddes i provinsen Japan 1926. Hennes far var kirurg och hennes mamma var naturligtvis hemmafru som var vanligt bland dåtidens medelklass både i Japan och på andra håll. Hanae minns sin mammas passion för att klä ut sig och hur hennes mamma brukade katalogisera plagg från Tokyo och Osaka. Hon blev själv djupare engagerad i mode efter kriget under ockupationstiden när hon såg hur hustrur till amerikanska militärofficerare klädde sig och hur klänningar skraddarsyddes för dem. Hon slogs av skillnaden mellan de två begreppen mode: Japanska kläder var platta

HANAE REGULAR, 14/16PT (ICELANDIC)

Hanae Mori fæddist í héraðinu Japan árið 1926. Faðir hennar var skurðlæknir og móðir hennar var að sjálfsögðu húsmóðir eins og algengt var meðal millistétta þess tíma bæði í Japan og annars staðar. Hanae man eftir ástríðu móður sinnar til að klæða sig upp og hvernig móðir hennar var vanur að skrá og panta flíkur frá Tókýó og Osaka. Sjálf tók hún dýpri þátt í tískunni eftir stríðið á hernámstímanum þegar hún sá hvernig eiginkonur bandarískra herfóringja klæddust og hvernig kjólar voru sniðnir að þeim. Henni fannst munurinn á tveimur hugtökum tisku: Japönsk föt voru flöt og tvívídd, en ves-

Language Support:

It covers most Western European Latin languages: Afrikaans, Basque, Breton, Catalan, Danish, Dutch, English, Faroese, Finnish, French, Gaelic, German, Icelandic, Indonesian, Irish, Italian, Javanese(Latin), Malay(Latin), Norwegian, Portuguese, Sami(Southern), Spanish, Swahili, Swedish, and Walloon.

UPPERCASE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ACCENTED UPPERCASE

ÀÁÂÃÄÅÇÈÉÊËÌÍÎÏÑÒÓÔÕÖ
ŠÙÚÛÜÝŸŽÆƆƦƢƣƤƥƦƧƨ

LOWERCASE

abcdefghijklmnopqrstvwxyz

LOWERCASE

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šùúûüýÿžæœƣƤƥƦƧƨ

FIGURES

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PUNCTUATION & SIMBOLS

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LIGATURES

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