



The Extraordinary Voyage of Captain Peach

APUJAN is set to debut his latest collection 'The Extraordinary Voyage of Captain Peach' On Schedule at London Fashion Week SS26 on September 21st at 19:00 at 8 Northumberland Avenue, continuing the brand's legacy of storytelling through fashion.

In recent years, APUJAN has developed both virtual and physical fashion experiences. Now the brand reclaims the runway with a cinematic and poetic narrative—blending fantasy, literature, and social commentary into garments that challenge both form and meaning.

Inspired by the classical Japanese folktale *Momotaro*, *The Extraordinary Voyage of Captain Peach* explores a fantastical journey as a metaphor for modern existence. In this story, a boy born from a peach embarks on an adventure to defeat demons on a distant island, accompanied by a monkey, a dog, and a chicken. APUJAN reimagines this voyage through the lens of contemporary life; the show unfolds as a romantic and rebellious fantasy, inviting viewers to consider courage, identity, and imagination as acts of resistance. Known for weaving literary references into its collections, APUJAN not only drew upon *Momotaro* this season, but also embedded literary “Easter eggs” within the show. Two recommended books appear on stage: *Hamnet* by Irish author Maggie O’Farrell, and *The Last Tycoon*, the final work of American Jazz Age writer F. Scott Fitzgerald.

This season, over 100 pieces were developed, with 33 key looks presented on the runway, including menswear. APUJAN’s signature design language is present throughout: flowing printed chiffon dresses, lightweight summer knits, intricate custom jacquard fabrics, structured technical sportswear, and sculptural formalwear. The brand continues to blur the lines between East and West, tradition and future, and storytelling and technique. All jacquard fabrics are uniquely developed by the brand, created in close partnership with textile mills to maintain APUJAN’s hallmark of original material innovation.

The garments are filled with coded details, hidden narratives woven directly into the fabric. Various forms of ghosts, both large and small, appeared in the garments, symbolizing the self-doubt and anxiety of today’s social media age. The brand’s romantic elements also drew from fragments of East Asian campus life and the notion of waiting within online interactions: the falling of a second button as a sign of confession, the romance of handwritten letters, the schoolbag covered with pins, and garments embroidered with the timestamp of a message marked “seen.” Among the other embedded motifs are handwritten letters printed on textiles, “Read” receipts from social media messages embroidered onto sleeves, historical Go game records from Taiwanese pro player Hei Jia-Jia, and visual retellings of the Momotaro birth story. Together, these elements form a fabric-bound archive of memory, identity, and quiet resistance.

In collaboration with art directors from Asian cinema, the runway production features dramatic props and accessories that transport audiences to a fantastical realm. Stylised demon masks, ranging from traditional to abstract, embody the metaphorical ‘ogres’ of modern society and call on viewers to confront fear and chaos with courage. Footwear was again designed in partnership with NIKE, this time featuring the NIKE Ava Rover, NIKE Air Superfly & NIKE Air Max Muse models, chosen to match the collection’s theme of motion and myth.

The SS26 APUJAN show at London Fashion Week features a cross-disciplinary music performance by Taiwanese musician Nichiharu Hibito, also known as DJ so lonely, following the release of his album *eight million ways to be lonely (mixtape #407)*. He presents *Captain Peach in Acid Folk Dreams*, an experimental reinterpretation of the *Momotaro* folktale, performed in Taiwanese and blending folk, electronic, Lo-Fi, and UK Garage. The live set combines guitar, electronic flute, pocket synthesizers, and toy keyboards with playful sound collages: from bamboo bird whistles and toy space blasters to wind chimes and digital watch beeps. Layered with ambient textures and festival sounds, the familiar *Momotaro* melody is deconstructed and reassembled into a nostalgic yet forward-looking soundscape.

APUJAN continues to rise as an internationally recognised name in fashion and storytelling with press features in the likes of ELLE, Harpers Bazaar, L'Officiel, Hello! Magazine, Marie Claire, The Evening Standard, Country and Townhouse and much more. In addition to developing immersive digital and physical experiences, the brand has collaborated with Samsung on global uniforms, partnered with McDonald's on fashion visuals and store designs, and worked with the Japanese anime Jujutsu Kaisen. The label's designs have appeared on the red carpets of the Oscars, the Cannes Film Festival, and the US Book Awards, and have been worn by global icons such as SUPER JUNIOR's Leeteuk, GD, and Japanese actor Taio Okamoto.

Among the guests at the SS26 show will be Yamazaki Ten, member of the celebrated Japanese girl group Sakurazaka46, alongside fashion media and cultural figures from both the UK, Asia and worldwide. 'The Extraordinary Voyage of Captain Peach' is more than a fashion show—it is an allegory for our time. With every thread, mask, and metaphor, APUJAN invites us to reimagine our world through the lens of adventure, memory, and quiet revolution.

<https://www.instagram.com/apujan/>

<https://store.apujan.com/>

info@apujan.com

PRESS CONTACT becca@blackpr.co.uk

SALES CONTACT dody@blackpr.co.uk

Event Goody Bags Sponsors



LZR
LASH

Jimmy's

PROPER

MADE BY
COOPERS

LORD & BERRY

NAIL·KIND

Saviour™

Backstage Food Sponsor

PEOPLE
PLEASER
SALAD

Nails Sponsors

Saviour™  NAIL·KIND

Drinks Sponsor

金牌·台湾啤酒
TAIWAN BEER

Shoes Sponsor

