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History

ESTABLISHED 1983 FIRST DOWN

FIRST DOWNが生まれたのは、1983年のこと。韓国系移民だった創業者、YOUNG IN CHUNGは、ニュージャージーでFIRST DOWNの名を冠したブランドを設立しました。そして、ダウンジャケットでナンバーワンの存在になるという大きな志と、アメリカンフットボールのファーストダウンとを掛けたその名とともに、記念すべき第一歩を踏み出したのです。

FIRST DOWN was born in 1983. Its founder, YOUNG IN CHUNG, who was a Korean immigrant, established the brand under the name FIRST DOWN in New Jersey. With a strong ambition to become the number one presence in the world of down jackets and a name that played on both this aspiration and American football's "first down," they took their momentous first step.

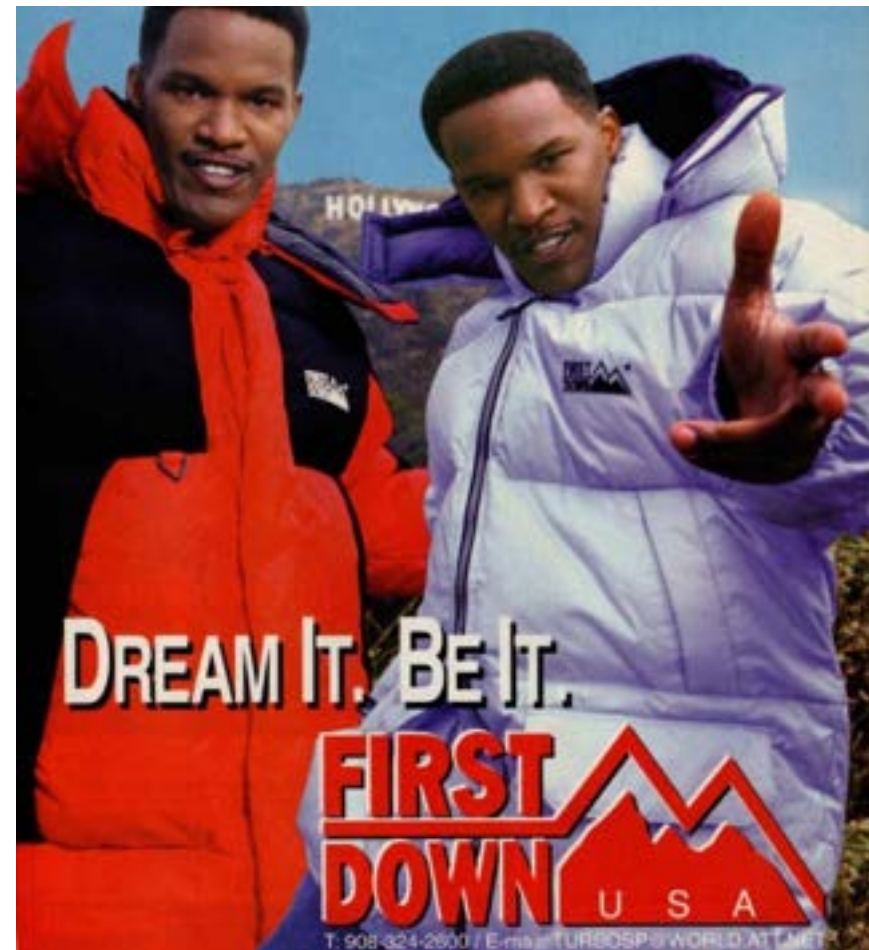


アメリカンドリームの実現を悲願とした彼は、“Dream It. Be It.”というキャッチフレーズを掲げて、精力的にもものづくりに励みました。中でもファーストダウン誕生当時から展開している「バブルジャケット」と名付けられたもっともオーセンティックなダウンジャケットは、ブランドを象徴するアイテムとして今日まで多くの人々に支持されてきました。スパニッシュハーレムのヒップホップアーティスト、ボデガ・バムズが“93 with the First Down bubble”『NAVY』とラップしているように、当時から今まで変わらず、ファーストダウンの歴史はニューヨークの街とともに在るのです。

He was determined to achieve the American Dream, and he actively pursued this by adopting the slogan "Dream It. Be It." He devoted himself energetically to the craft of manufacturing. Among the various products, the "Bubble Jacket," which has been available since the inception of FIRST DOWN, was named the most authentic down jacket and has garnered support from many people as a symbol of the brand to this day. Just as the Spanish Harlem hip-hop artist, Bodega Bamz, raps "93 with the First Down bubble" in "NAVY," the history of FIRST DOWN has remained intertwined with the streets of New York from then till now.

90年代に入ったころには、そのダウンジャケットの品質の高さとデザインのフレッシュさが当時を象徴する様々な分野のキーパーソンたちにも知られるところとなったのは、ノトーリアス B.I.G.やマイケル・ジャクソンといったアイコンたちの胸に、特徴的な山型のロゴが散見した。

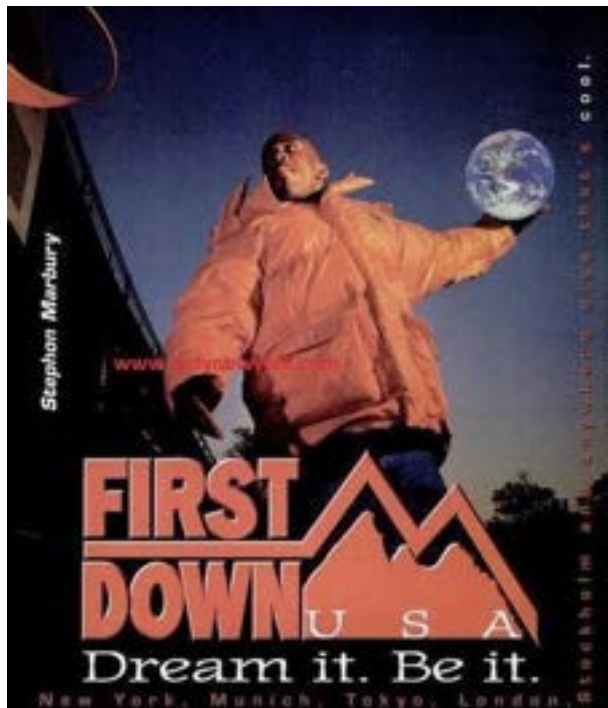
By the time the 1990s rolled around, the high quality and fresh design of those down jackets had become known to key figures in various fields that symbolized the era. The distinctive mountain-shaped logo could be spotted on the chests of icons like Notorious B.I.G. and Michael Jackson.



ジェイミー・フォックス (Jamie Foxx)

エリック・マーロン・ビショップ (Eric Marlon Bishop, 1967年12月13日 -) は、アメリカの俳優であり、シンガーソングライター、コメディアン、テレビ司会者、レコードプロデューサーである。

Eric Marlon Bishop, born on December 13, 1967, is an American actor who is also a singer-songwriter, comedian, television host, and record producer. He is more widely known by his stage name, which is...



ステフオン・ゼイビア・マーブリー
(Stephon Xavier Marbury)

アメリカ合衆国・ニューヨーク市ブルックリン区出身の元プロバスケットボール選手。ポジションは主にポイントガード。愛称は「Starbury (スターブリー)」。

This former professional basketball player, hailing from Brooklyn, New York, USA, primarily played as a point guard. His nickname is "Starbury."



ノトーリアス・B.I.G.
(The Notorious B.I.G.)

愛称はビギー・スモールズ (Biggie Smalls)、単にビギー (Biggie)、ビッグとも呼ばれる。フランク・ホワイト (Frank White) と名乗ることもあるが、これは映画『キング・オブ・ニューヨーク』の主人公の名前が由来である。

His nickname is "Biggie Smalls," often simply referred to as "Biggie" or "Big." At times, he used the alias "Frank White," which was inspired by the main character's name in the movie "King of New York."



マイケル・ジャクソン
(Michael Jackson)

アメリカ合衆国出身のシンガーソングライター、ダンサー、ビートボックス、振り付け師。本名、マイケル・ジョセフ・ジャクソン (Michael Joseph Jackson)。インディアナ州ゲーリー出身。「キング・オブ・ポップ」と称されている。

This is a description of the American singer, songwriter, dancer, beatboxer, and choreographer, whose real name is Michael Joseph Jackson. He was born in Gary, Indiana, and is often referred to as the "King of Pop."



水葦 × FIRST DOWN

1997年2月「FIRST DOWN」をTURBO SPORTSWEAR社（本社 アメリカニュージャージー州）とライセンス契約

2006年1月「FIRST DOWN」の商標権を取得

2018年にリスタート、青山でPOP UP STOREを開催

2020年からFreaks StoreでExclusive Modelsを開始

2021年atomsでExclusive Modelsを発表

2022年Billionaire Boys Club、LDHでExclusive Modelsを発表
現在国内セレクトショップ約150店舗で展開中

In 1997, "FIRST DOWN" entered into a licensing agreement with TURBO SPORTSWEAR, headquartered in New Jersey, USA.

In January 2006, they acquired the trademark rights for "FIRST DOWN."

In 2018, the brand restarted and opened a POP UP STORE in Aoyama.

Starting from 2020, they introduced Exclusive Models at Freaks Store.

In 2021, they announced Exclusive Models at atoms.

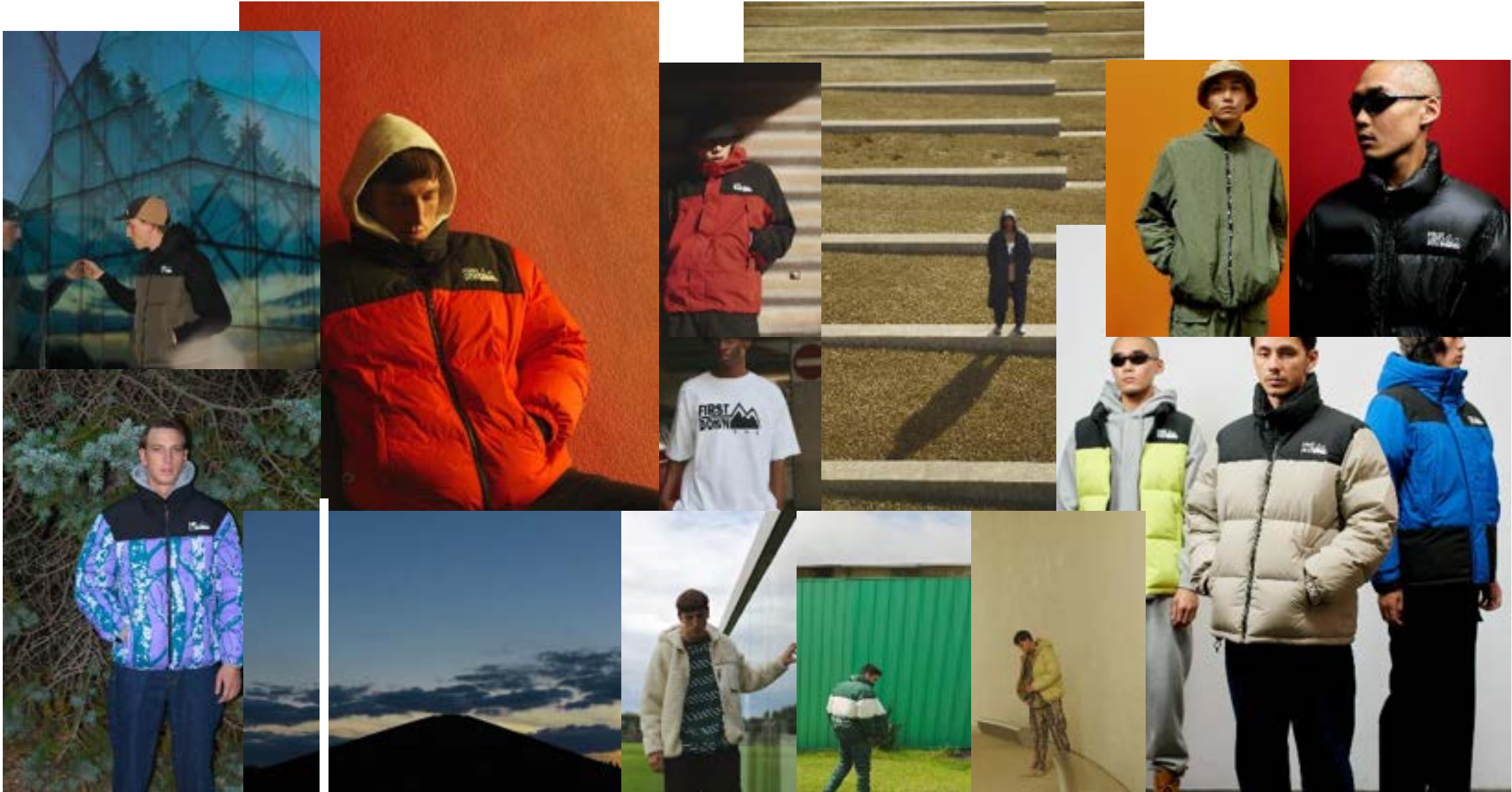
In 2022, Exclusive Models were introduced at Billionaire Boys Club and LDH.

Currently, the brand is available in approximately 150 select shops in Japan.

Historical photography



2020 ~ 2023



2022AW



2023AW





Billionaire Boys Club x First Down

Link up for a Winter Ready Capsule Collaboration

Billionaire Boys Club is back with another capsule with First Down. The duo came together in 2019 to release the DIAMOND & DOLLAR reversible down jacket in the past.

Gearing up for the winter season, the collection features four items in the classic First Down baggy down jacket, its reversible staple as well as the MA-1 silhouette and ushanka hats. The fabrics are highly functional with heat insulation due to the MICROFT® material, which has both highly waterproof and breathable functions and are designed to be ready for various weather situations.

Each of the pieces are embroidered with the “ARCH,” “B,” and “Astronaut” monikers, the main logos of Billionaire Boys Club. The jackets and the ushanka hats feature a galaxy-themed lining, a nod to BBC’s space motifs. Aside from various down jackets, the collection also includes technical snow pants as well as corduroys and varsity jackets featuring the BBC logos.

Black Eye Patch x First Down “LAYERED PUFFER JACKET”

BlackEyePatch

It was based on labels that began to be affixed to the streets of Tokyo, and in 2013, apparel such as T-shirts were DIY as merchandise.

We started proposing it as a collection in the fall and winter of 2015. In 2017, he participated in the Amazon Fashion Week program "AT TOKYO" and gave a runway presentation.

Since then, the brand has repeatedly collaborated with numerous fashion brands, companies, artists, etc., and is now established as a brand born spontaneously from Tokyo Street.

In April 2023, the flagship store in Udagawa-cho, Shibuya, was relocated to Harajuku and Tonchan Street, and opened anew as BlackEyePatch HARAJUKU.

Currently, the lineup is being developed in seasons such as spring, summer, autumn, and winter with a certain period of time.

We don't have a clear concept every season, but we update the underlying culture with each era and express it in the current mood.

The label, which was originally a sticker, is still at the core of the brand as the OG logo.



Black Eye Patch x First Down

“2024 Collaboration Item”

Coming Soon...





LDH x FIRST DOWN

株式会社LDHが運営するストリートファッションブランド。
EXILE MATSUこと松本利夫さんが立ちあげたブランドが前身。
90年代のFIRST DOWN USAの歴史を辿り、企画された24KARATS別注アイテム。

This is a street fashion brand operated by LDH, Inc. The brand has its roots in a label founded by EXILE MATSU, who is also known as Matsumoto Toshio. The brand was created by retracing the history of FIRST DOWN USA from the 1990s, resulting in the development of the 24KARATS special edition items.



Billionaire Boys Club x FIRST DOWN

Pharrell Williams (ファレル・ウィリアムス) の手がける〈Billionaire Boys Club (ビリオネア・ボーイズ・クラブ)〉と〈FIRST DOWN (ファーストダウン)〉が、ジャケットをはじめとしたカプセルコレクションをリリース。

Pharrell Williams, through his brand "Billionaire Boys Club," and "FIRST DOWN" have released a capsule collection that includes jackets and more.



Freaks Store x FIRST DOWN

セレクトショップ「Freaks Store」とTOYAのデザインコラボレーションアイテム。当時の空気を纏ったスタジャンは至極の逸品。

The collaboration between the select shop "Freaks Store" and TOYA resulted in a design collaboration that exudes the atmosphere of that time. The varsity jackets created during this collaboration are truly exceptional pieces.



atmos x FIRST DOWN

FIRST DOWNのダウンジャケットの中でも高い人気を誇る、REVERSIBLE DOWN JACKETをベースとし、フロントに路線図柄を大胆にあしらった。

The REVERSIBLE DOWN JACKET from FIRST DOWN, which already boasts high popularity, served as the base for a design featuring a bold and prominent subway map pattern on the front.



© The Metropolitan Museum of Art, New York

キネティクス x メトロポリタン美術館
x FIRST DOWN

創立150年以上の歴史をもつ、ニューヨーク・メトロポリタン美術館と、キネティクスのコラボレーション第2弾となる今回。ダウンブランド、ファーストダウンのボディをベースにした、ダウンウェアを展開する。

This collaboration represents the second installment of a partnership between the New York Metropolitan Museum of Art, which has a history of over 150 years, and Kinetics. For this collaboration, they have used the foundation of the down brand, FIRST DOWN, to create a line of downwear.



HUF x FIRST DOWN

コラボレーションによって完成したのは、高い機能性とデザイン性を兼ね備えたファーストダウンの名作「バブルジャケット」をベースにした、リバーシブル仕様のダウンジャケット。

The collaboration has resulted in a reversible down jacket, based on FIRST DOWN's iconic "Bubble Jacket," which combines both high functionality and design aesthetics.



COMPLEX CON
FIRST DOWN
2019.NOV.2-3



Special Edition for Complex Con

アメリカロングビーチで開催されたComplex Conで販売した限定ダウンジャケット。身幅が広く、着丈がやや短い90年代のシルエットは、着た時の丸みを帯びたフォルムも非常に好評。

表面はやや起毛素材となっており、独特の風合いがある。写真も新たに版をおこし完全に再現。当時と同じリバーシブル仕様(裏面はネイビー/無地)当時のシルエット、素材、写真、ディテールに至るまで完全再現した一着。

This limited edition down jacket was sold at Complex Con, held in Long Beach, California. It features a wide body width and a slightly shorter length, reminiscent of the 1990s silhouette, which gives it a rounded shape when worn. The surface of the jacket is made of a slightly brushed material, lending it a unique texture. The design has been meticulously recreated, including the reversible feature (with a plain navy reverse side), the silhouette, materials, photographs, and details, making it an authentic reproduction of the style from that era.

FIRST DOWN POPUP
STORE@OPENSTUDIOANNEX



THANKS!

Contact