Eiko by Eiko: Ishioka, Eiko: Japan's Ultimate Designer

Eiko Ishioka (石岡 瑛子, Ishioka Eiko, July 12, 1938 – January 21, 2012) was a Japanese art director, costume designer, and graphic designer known for her work in fashion, music, advertising, and print media. Renowned for her advertising campaigns for the Japanese department chain Parco, she collaborated with sportswear company Nike on designing uniforms and merchandise for members of the band U2.

In Memoriam | Eiko Ishioka - Costume Designer | Spider-Man on Broadway

Eiko Ishioka was born in Tokyo on July 12, 1938, to a graphic designer and his wife. As a child she was encouraged to develop her artistic ambitions, but was warned off pursuing a career in design. She studied at the University of Tokyo and then moved to New York City to pursue a career in fashion design.

Eiko Ishioka's work was characterized by a bold and innovative approach, often incorporating traditional Japanese elements with modern Western designs. She was known for her collaborations with high-profile clients such as Nike, Gap, and U2, and her designs were featured in films including The Cell, Dracula, and Mirror Mirror.

Eiko Ishioka was very well renowned for her contributions towards the advertising campaign for Nike's Swoosh line, and her designs were also featured in fashion shows and exhibitions around the world. She was awarded, along with composer Philip Glass, a special artistic achievement award from the 1985 Cannes Film Festival.

Eiko Ishioka was married to Nico Soultanakis and died of pancreatic cancer on January 21, 2012, in Tokyo. She left behind a legacy of innovative and influential designs that continue to inspire fashion and art today.