

# yayoi

LAVOIE's "yayoi" products series for guest room is now available  
in all guest rooms at Hotel Gajoen Tokyo

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“yayoi” is a new Japanese East-West fusion range of luxury spa products, which brings together Japanese and French sensibilities in a unique new way. It is a “Made in Japan” product that the world trusts.

yayoi's beauty products have made their debut in all guest rooms at Hotel Gajoen Tokyo. Experience the "yayoi" series, which is created in this Reiwa era, in keeping with the colors of Hotel Gajoen Tokyo, which boasts the beauty of Japanese traditions.



## **HOTEL GAJOEN TOKYO**

Hotel Gajoen Tokyo offers a tranquil and luxurious experience despite being only a three-minute walk from Meguro Station. The beautiful hotel boasts a timeless tradition of Japanese elegance, with a total of 60 guest rooms designed to resemble a tea ceremony room, all of which are suites of 80 square meters or more in size.



## **Hyakudan Kaidan -The Hundred Stairs-, a tangible cultural property designated by the Tokyo Metropolitan Government**

It is a wooden structure that has remained since 1935. The ceilings and transoms of each room, connected by stairway corridors, are a world of beauty created by famous artists.

### **“yayoi” Series**

Yayoi, a global brand born in Japan, includes spa products, retail products and products for luxury hotel rooms.

### **Product features**

We have carefully selected natural ingredients that have been popular in Japan for a long time, such as shiso, yuzu, green tea, sesame, black beans and rice bran. We sought to create a product that is delicate and comfortable to use, with the body and hair benefits that only a Japanese born product can provide. On the one hand, the fragrance is created by a

renowned French perfumer. With a selection of two fragrances, not only Japanese, but peoples of the whole world can feel their heart strings touched.

### Origin of the name "yayoi"

The “y” in the logo stands for the collar of a kimono, which represents the image of a new generation of Japanese women who are graceful yet dignified, standing on their own accord. Also, “yayoi” is a word that reminds us of the “Yayoi era” that arose through active overseas exchange. The name of the brand reflects the idea that we will continue to propose high-quality “Japonism”.



### CONTACT

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