

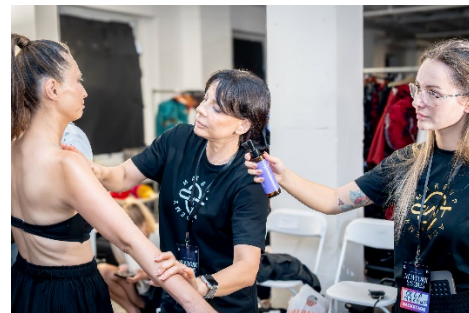
Lavoie's Japanese brand “yayoi” makes its U.S. debut as an official sponsor of New York Fashion Week, which was held from September 6, 2024

]

September 18th, 2024



After the Paris Fashion Week in March 2023, Lavoie's yayoi products participated as a sponsor in the New York Fashion Week, one of the four major collections in the world.



“yayoi” products were used as skin care for models. They were very well received by many makeup 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

LAVOIE CO, LTD.

506 Aoyama corporase 4-3-27 Shibuya Shibuya-ku Tokyo, 150-0002 JAPAN

MAIL: marketing@lavoie.jp Website: <https://yayoi.fun/en>