

Yayoi products featured prominently at the grand opening party of luxury hair salon in New York.

New York 2nd of October 2024



Ayomot (luxury Aoyama a beauty salon) has acquired Momotaro, a long-established Japanese beauty salon in New York that celebrated its 50th anniversary last year. In cooperation with John Allen's 575 Club on 5th Avenue, it has been remodeled into a new salon, spa, and beauty industry space. At the grand opening party, with the cooperation of Ayomot manager Ms Masami Liberman, Mr. Takashi Ikezawa, president of Lavoie's New York agent RESOBOX, exhibited and introduced yayoi products at the venue, which has been highly praised by salon, spa, and beauty industry professionals active in New York.



Momotaro Sammy Miyamoto, who was appointed Honorary Chairman, is something of a legend among Japanese people living in New York. It was a great honor for Lavoie to have the opportunity to have introduce the yayoi brand to people working beauty salon in New York.