

Lavoie's Japanese brand “yayoi” skincare products played an active role in the fall collection “DOWZAH” by GUVANCH, a hot designer in the New York fashion scene

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GUVANCH is an independent brand based in New York City. The pieces, all handcrafted in a Soho atelier, express genderless strength and delicacy. This fall collection, "DOWZAH," features over 40 styles.



The show began with a makeup team led by KENTO UTSUBO, a Japanese makeup artist based in New York, preparing the models' skin before the runway with yayoi skin care products. KENTO UTSUBO, who is known for his concern for skin care products during makeup application, contacted us that he would like to use yayoi products in the show, so we were quickly invited to participate.



KENTO UTSUBO introducing yayoi skin care products

### KENTO UTSUBO

KENTO UTSUBO is a makeup artist at the forefront of the American fashion scene. He has done makeup for prominent magazines such as Vogue, Numéro, and Harper's BAZAAR, as well as celebrities such as Haley Bieber. He is known for his commitment to skin care when applying makeup.



Show support for “yayoi” skincare products was featured in DAILYSUN, a Japanese newspaper in New York:

<https://www.dailysunny.com/2025/02/14/news250214/>

### yayoi Product 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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