

IORIYA

FOR IMMEDIATE RELEASE

Presented at Fashion Week Studio

IORIYA Presents Collection “-Origin-”

IORIYA presents its latest collection titled “-Origin-” at Milan Fashion Week as part of Fashion Week Studio.

“-Origin-” marks the starting point of IORIYA’s global journey—a collection conceived not only as fashion, but as wearable cultural expression that bridges Japanese sensibility with diverse influences from around the world.

March 1, 2026 – Lake Como, Italy –

NAGOYA, JAPAN – NOBUYUKI DOI (IORIYA), a Japanese couture brand known for **bridging traditional Japanese aesthetics with contemporary and multicultural design expression**, will present its latest collection, “-Origin-”, at Milan Fashion Week as part of Fashion Week Studio, held at Villa Erba.

The runway presentation is scheduled to open at **14:30**.

ABOUT THE COLLECTION

“-Origin-” is a conceptual runway collection that **defines the core identity of IORIYA**, exploring fashion as a cultural dialogue shaped by Japanese aesthetics and an international perspective.

Rooted in the designer’s personal origin, the collection is defined by bold color contrasts, layered construction, and silhouettes informed by stage costume design—where garments are created to be worn as expression rather than ornament.

Founded on the belief that clothing can **connect people, cultures, and histories**, IORIYA approaches fashion as a medium of cultural dialogue. Drawing from Japanese traditional beauty while incorporating diverse cultural elements from around the world, the brand creates designs that **transcend borders and resist categorization into a single cultural framework**.

Originally developed through **stage and performance costume design**, IORIYA’s creations are deeply informed by movement, structure, and the relationship between the garment and the body. In “-Origin-”, these foundations are refined into **couture-level fashion pieces that exist beyond the stage**—garments designed to be worn, experienced, and interpreted in contemporary life.

Traditional materials, intricate textile compositions, and carefully constructed silhouettes form the backbone of the collection.

Reconstructed Japanese textiles, obi-inspired structural elements, and asymmetrical layering create garments that shift in presence through movement, reinforcing the collection's roots in performance and transformation. Each piece reflects a balance between **craftsmanship and innovation, ornament and restraint, heritage and modernity**. Rather than replicating historical forms, IORIYA distills their essence and reconstructs them through a contemporary lens.

Presented in Milan, a city renowned for craftsmanship and material innovation, “-Origin-” positions IORIYA’s work to be evaluated through construction, expression, and design integrity rather than cultural novelty.

Design Styles Presented

These design styles collectively represent the multiple cultural and aesthetic origins that shape IORIYA’s identity.



Neo-Japan Mirage

A visionary style where Japanese traditional aesthetics intersect with Western sensibilities. Inspired by illusion, memory, and light, this line creates a **dramatic yet poetic modern Japanese expression**, suspended between reality and imagination.

Wa Elegance Dress

An elegant dress line rooted in Japanese aesthetics, characterized by refined silhouettes and subtle traditional details. **Quietly powerful and timeless**, these designs emphasize grace, individuality, and presence.



Wa Legacy Line

A couture-forward interpretation of authentic Japanese heritage. Drawing inspiration from classical theatrical arts such as kabuki and oiran culture, this line embodies **dignity, history, and the enduring spirit of craftsmanship**.

Ethno Couture

A global couture expression that elevates ethnic and folk influences into modern luxury fashion. Cultural motifs from various regions are reimagined through IORIYA’s **sophisticated design language**, celebrating diversity through harmony.



“-Origin-” represents the foundation of IORIYA’s creative expression — **a fashion expression evolved from stage and performance aesthetics**, where tradition and innovation, multicultural influences and Japanese beauty converge.

ABOUT THE DESIGNER

NOBUYUKI DOI (IORIYA) is a Japan-based designer and creative director whose work is defined by the **fusion of cultural heritage and contemporary fashion expression**.

With over a decade of experience in designing and producing **artistic costumes and couture pieces**, Doi brings a distinctive sensitivity shaped by his extensive background in stage and performance aesthetics. His approach considers clothing not merely as a visual object, but as an **expressive medium that interacts with the body and space**—allowing garments to convey emotion, presence, and narrative through movement, structure, and silhouette.

Drawing on deep knowledge of traditional Japanese materials, dyeing techniques, and textile composition, Doi places particular emphasis on **color depth and harmony**. Each collection is developed through a meticulous process of material selection and pattern composition, resulting in designs that balance **refined craftsmanship with a modern, global sensibility**.

As the founder of **IORIYA**, Doi’s work has been presented on international stages including **Paris Fashion Week 2023**, where his collection “*NOSTALGIA*” received critical acclaim from **Vogue Italia**, **Harper’s Bazaar**, and **ELLE China** for its innovative fusion of heritage and modernity. This international recognition laid the foundation for “-Origin-”, which represents the next stage of his creative evolution.

Through IORIYA, Doi continues to redefine Japanese beauty for a global audience—not as something distant from contemporary fashion, but as a **living, evolving art form**. His vision is to **build a bridge between cultures**, where Japanese elegance resonates universally while engaging in dialogue with diverse creative influences across borders.



RSVP & PRESS INQUIRIES: To request show accreditation or to schedule an interview with designer Nobuyuki Doi, please contact:

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