

IORIYA — PRESS KIT

Milan Fashion Week / Fashion Week Studio 2026

Collection: “ORIGIN”

[SHOW INFORMATION] **Date:** March 1, 2026 **Time:** 14:30 (Tentative) **Venue:** Villa Erba, Lake Como **Address:** Largo Luchino Visconti, 4, 22012 Cernobbio CO, Italy

1. BRAND OVERVIEW

Brand Name: IORIYA

Designer / Creative Director: Nobuyuki Doi

Founded in: Japan (Nagoya)

Category: Couture / Wearable Cultural Expression

IORIYA is a Japanese couture brand that redefines fashion as a form of cultural expression. Rooted in stage costume design and performance aesthetics, the brand approaches clothing not as ornament, but as a medium that interacts with the body, movement, and space.

At the core of IORIYA's philosophy is the idea of “wearable expression”—garments conceived to respond to motion and presence, functioning as cultural bridges that connect tradition and innovation, Japan and the world, stillness and motion.

2. CONCEPT STATEMENT — “ORIGIN”

“ORIGIN” marks IORIYA's point of departure—where the ethos of traditional Japanese culture converges with the expressive dynamism of global cultures to form wearable art.

Rooted in stage costume design, the collection explores saturated color contrasts, layered structures, and silhouettes shaped by movement and transformation. By integrating traditional Japanese textiles such as kinran and chirimen with contemporary global influences, the garments transcend fashion and become expressions completed through wearing.

This is not reproduction, but reconstruction.

Presented in Milan—a city defined by craftsmanship and material integrity—“ORIGIN” positions Japanese sensibility to be evaluated through construction, balance, and embodied expression rather than cultural novelty.

3. WEARABLE EXPRESSION — DEFINITION

IORIYA defines clothing not as decoration, but as:

“Garments worn as expression—responding to the body, space, and culture.”

Movement, transformation, and presence complete each piece. The act of wearing becomes part of the design itself.

4. JAPANESE IDENTITY THROUGH RECONSTRUCTION

IORIYA's Japanese identity is not conveyed through motifs or nostalgia, but through structure and perception.

- Reconstructed Japanese textiles layered across multiple contexts and timeframes
- Obi-inspired waist structures used as structural anchors rather than decoration
- Asymmetry and panel reconstruction emphasizing movement over perfection
- Silhouettes extracted from Japanese dance and ceremonial gestures

Beauty is not fixed—it is completed in motion.

5. WHY MILAN

Milan is the stage where expression is measured in craft—not novelty.

Presenting “ORIGIN” in Milan allows IORIYA's work to be assessed through materiality, construction, and expressive presence within a global design framework.

6. COLLECTION STATEMENT

“ORIGIN” redefines Japanese cultural expression through layered textiles, global cultural dialects, and movement-informed structure.

7. DESIGN STYLES PRESENTED

Neo-Japan Mirage

A visionary line where Japanese tradition intersects with Western sensibility. Illusion, memory, and light form a dramatic yet poetic modern Japanese expression.

Wa Elegance Dress

An elegant dress line grounded in Japanese aesthetics, emphasizing refined silhouettes, restraint, and quiet strength.

Wa Legacy Line

A couture-focused interpretation of authentic Japanese heritage, inspired by classical theatrical arts such as Kabuki and Oiran culture.

Ethno Couture

A global couture line elevating ethnic and folk influences into contemporary luxury through IORIYA's refined design language.

8. COLOR & MATERIAL PALETTE

The collection employs deep red, black, indigo, and muted gold—colors historically associated with formality and power in Japanese dress.

These tones are fragmented and layered to create contemporary visual tension, allowing traditional symbolism to coexist with modern expression.

Materials include reworked kimono textiles, gold-woven fabrics, and contrasting soft and structured textiles designed to transform through movement.

9. DESIGNER PROFILE

Nobuyuki Doi is a Japan-based designer and creative director whose work bridges cultural heritage and contemporary fashion expression.

With over a decade of experience in stage costume and couture design, Doi brings a movement-driven approach to fashion—considering garments as expressive media that interact with the body and space.

His work has been presented internationally, including **Paris Fashion Week 2023**, where the collection *NOSTALGIA* received critical recognition from **VOGUE Italia**, **Harper's Bazaar China**, and **ELLE China**.

Through IORIYA, Doi continues to reconstruct Japanese beauty as a living, evolving cultural expression.

10. PAST ACHIEVEMENTS

- Paris Fashion Week 2023 (Global Fashion Collective)
 - Featured in VOGUE Italia, Harper's Bazaar China, ELLE China
 - Collections integrating Japanese heritage, global culture, and stage-based construction
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11. CONTACT & LINKS

Brand: IORIYA

Designer: Nobuyuki Doi

Official Website (Global): <https://ioriya.net>

Instagram (Global): @japanart.ioriya

Email: design@ioriya.net



12. ATTACHED ASSETS (Google Drive)

- Reference look (High-resolution runway & look images) 📁 09_IORIYA_Look
- Press Release (Official announcement text)
📄 Fashion week studio Press Release – Milan Fashion Week 2026.pdf
- Designer Photo (Portrait & editorial use) 📁 04_IORIYA_DesignerPhoto
- Brand Logo (PNG / vector formats) 📁 05_IORIYA_BrandLogo

Google Drive access (view & download enabled):

All assets are cleared for editorial and press use.