

TOBARI — PRESS KIT

Milan Fashion Week 2026

Collection: "THE TWILIGHT VEIL"

Event: Revive Fashion Week

Presentation Details: Date: Friday, February 27, 2026

Time: 18:30 (Doors Open 18:00)

Venue: CROSS+ STUDIO (Via Watt, 5, Milano / Navigli District)

Address: Via Giacomo Watt 5, 20143 Milan, IT

1. BRAND OVERVIEW

Brand Name: TOBARI

Parent Brand: IORIYA JAPAN

Designer / Creative Director: Nobuyuki Doi

Founded in: Japan (Nagoya)

Category: Yukata-based Contemporary Fashion / Wearable Cultural Expression

TOBARI is a fashion brand dedicated to reinterpreting the Japanese yukata as a refined, wearable garment for contemporary life. Rooted in the couture-level craftsmanship of IORIYA JAPAN, TOBARI transforms the yukata from a cultural symbol into a global fashion language—quiet, intimate, and enduring.

2. CONCEPT STATEMENT — “THE TWILIGHT VEIL”

The Twilight Veil explores the beauty found at the boundaries of light and shadow. Inspired by the Japanese concept of “TOBARI” (帳)—the delicate veil that falls at dusk—the collection interprets this threshold as a state of emotional stillness. This debut marks a shift from stage to life: **From Performance to Presence.**

3. WEARABLE EXPRESSION — DEFINITION

TOBARI defines clothing as: “Garments designed to be lived in—where cultural memory and personal experience meet.” Each piece balances refined construction with ease of wear, allowing tradition to exist naturally within modern life. The act of wearing completes the design.

4. JAPANESE IDENTITY THROUGH TRANSLATION

Yukata reinterpreted as personal, everyday garments rather than ceremonial attire.

Traditional textiles reconstructed through modern tailoring and innovative weaving.

Silhouettes shaped by comfort, movement, and restraint—focusing on intimacy rather than spectacle.

5. WHY MILAN

Milan is a city where fashion is evaluated through craftsmanship, material integrity, and wearability. Presenting TOBARI here positions the yukata as a legitimate form of contemporary fashion—measured by construction and relevance within a global wardrobe.

6. COLLECTION STATEMENT

The Twilight introduces TOBARI as a fashion line that brings Japanese cultural heritage into modern daily life, offering garments that are refined, accessible, and quietly expressive. This collection represents the evolution of the brand's philosophy: bringing the artistry of the stage into the light of the everyday.

7. DESIGN FORMAT

- **Initial Capsule Collection**
- **10 Looks** (A curated selection of 10 essential styles)
- **Yukata-based Silhouettes**
- **Seasonality:** Designed for summer wear and versatile global retail.

8. MATERIAL & COLOR PALETTE

The collection is built on the innovative application of Japanese "Chirimen" (crepe) fabrics:

- **Akiha-Chirimen:** A high-performance, open-weave textile offering **superior breathability, ultra-lightweight comfort, and wrinkle resistance.**
- **Premium Chirimen:** Celebrated for its elegant drape and "skin-away" moisture-wicking properties.
- **Artisanal Heritage:** Incorporating **Nishijin-ori** silk from Kyoto, **Shuri-Ryusen** (coral-dye) from Okinawa, and **Bishu-Ori** from Ichinomiya.
- **Color Palette:** Dusk-inspired tones—soft shadowed hues, muted contrasts, and layered neutrals—expressing the delicate transition between day and night.

9. LOOK DEFINITIONS

LOOK 01 & 02 | KUMO (Clouds): *Hikida* tie-dye motifs on Akiha-Chirimen.

LOOK 03 & 04 | KIKU (Chrysanthemum): Shifting shadows through Contrast Weaving on Premium Chirimen.

LOOK 05 | RYUKYU: Organic coral-dyeing patterns by Shuri-Ryusen.

LOOK 06 | BISHU: Structural beauty of Ichinomiya's world-class fiber heritage.

LOOK 07 & 08 | SUZURI (Inkstone): A minimalist study of calligraphy and "Ma" (empty space).

LOOK 09 | HANA (Blossom): Mysterious midnight floral blooms on Akiha-Chirimen.

LOOK 10 | OGI (Fan): Dynamic motion expressed through Ombré Gradient printing.

10. DESIGNER PROFILE

Nobuyuki Doi is a Japan-based designer and creative director known for merging Japanese aesthetics with contemporary fashion expression.

With over a decade of experience in stage costume and couture design, Doi founded IORIYA JAPAN to explore clothing as cultural expression. 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 TOBARI, Doi extends his design philosophy into everyday life—redefining Japanese beauty as something lived, not displayed.

10. PARENT BRAND — IORIYA JAPAN

IORIYA JAPAN is a fashion house recognized for couture-level craftsmanship rooted in Japanese tradition and performance aesthetics. TOBARI represents a quieter, more intimate extension of IORIYA's philosophy.

11. CONTACT & LINKS

Designer: Nobuyuki Doi

Brand: TOBARI

Parent Brand: IORIYA JAPAN

Official Website: <https://ioriya.net>

Email: design@ioriya.net

Instagram: @japanart.ioriya (Official IORIYA account featuring TOBARI)



12. ATTACHED ASSETS (PRESS USE)

- Reference look(High-resolution images) [09_TOBARI_Look](#)
- Press Release (Official text)
 [\(revive\)TOBATIPress Release – Milan Fashion Week 2026.pdf](#)
- Designer Portrait [04_TOBARI_DesignerPhoto](#)
- Brand Logo [05_TOBARI_BrandLogo](#)

All assets are cleared for editorial and press use.