



TOBARI — brand profile

Brand Name: TOBARI

Parent Brand: IORIYA JAPAN

Designer / Creative Director: Nobuyuki Doi

Founded in: Japan (Nagoya)

Category: Yukata-based Contemporary Fashion

TOBARI is a fashion brand by IORIYA JAPAN that reinterprets the Japanese yukata as contemporary everyday wear. Drawing on couture-level craftsmanship and traditional textile techniques, the brand translates cultural heritage into refined, wearable garments designed for daily life and global audiences.

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

Email: design@ioriya.net

Instagram: [@japanart.ioriya](https://www.instagram.com/japanart.ioriya)

