



FOR IMMEDIATE RELEASE

IORIYA presented by Revive Fashion Week

NOBUYUKI DOI TO PRESENT “THE TWILIGHT VEIL” AT MILAN FASHION WEEK 2026

February 27, 2026 – Milan, Italy –

Doors Open: 17:30 | Show Starts: 18:00

Venue: CROSS+ STUDIO (STUDIO WATT)

Address: Via Giacomo Watt 5, 20143 Milan, Italy

Japanese fashion house **IORIYA JAPAN**, recognized for its **couture-level craftsmanship rooted in traditional Japanese aesthetics**, will debut its new yukata-focused brand **TOBARI** with the collection *“The Twilight Veil”* at **Revive Fashion Week 2026**, held during Milan Fashion Week.

TOBARI reinterprets the Japanese yukata as a refined, wearable garment for contemporary life — carrying the spirit of one-of-a-kind artistry while remaining accessible as everyday fashion.

Drawing from Japan’s cultural tradition in which yukata have long existed as garments personally chosen, worn, and lived in, TOBARI bridges heritage craftsmanship with modern global wardrobes.

ABOUT THE COLLECTION

This collection marks the debut of TOBARI, a yukata-based fashion line designed for contemporary daily wear and global retail.

The Twilight Veil explores the beauty found at the boundaries of light and shadow — a quiet moment where day and night, past and future, memory and imagination overlap.

Inspired by the Japanese concept of “TOBARI” (帳) — the delicate veil that falls at dusk, separating the visible and invisible worlds — each piece becomes a poetic interpretation of this boundary, expressing a restrained tension between stillness and emotion.

Rather than ceremonial or performative dress, this initial capsule presents ten modern interpretations of the Japanese yukata — a summer garment historically worn in moments of intimacy, reflection, and leisure. Reimagined through refined silhouettes and contemporary materials, the collection brings cultural heritage into a modern wardrobe shaped by ease, intimacy, and quiet presence.

Traditional Japanese textiles, including Nishijin brocade and hand-dyed crepe, are reinterpreted through modern tailoring and a global sensibility, creating layered expressions of contrast and harmony.

Through this approach, TOBARI translates Japanese aesthetics into a contemporary fashion language, transforming traditional dress into wearable forms that carry both beauty and philosophy.

This collection represents a quieter extension of IORIYA's design philosophy — one that shifts from the stage to everyday life, emphasizing intimacy, wearability, and understated elegance.

Materials & Craftsmanship

Designed to remain lightweight, breathable, and suitable for everyday summer wear, the collection incorporates:

- **Traditional Japanese textiles reinterpreted for modern couture**
(e.g., Nishijin-ori silk brocade — a finely woven patterned silk from Kyoto, and hand-dyed crepe — with colors and textures crafted by artisans)
- **Modern tailoring and sculptural silhouettes**
(carefully cut to follow the body's movement while maintaining structured forms)
- **Layering and hand embroidery expressing contrast and harmony**
(delicate techniques creating depth, texture, and interplay of light and shadow)

Through these methods, TOBARI presents Japanese cultural heritage as “**Wearable Art**”, transforming traditional clothing into a global fashion language.

From IORIYA to TOBARI

“TOBARI is IORIYA's new fashion brand dedicated to reimagining yukata and summer wear as modern, wearable pieces for global audiences. Unlike IORIYA's stage costume work, TOBARI focuses on everyday fashion, bringing the elegance of Japanese traditional dress to international wardrobes.”

ABOUT THE DESIGNER

Nobuyuki Doi has been designing and producing artistic costumes and couture pieces for over a decade, merging Japan's timeless aesthetics with contemporary creative expression.

As the founder of **IORIYA**, his works have been featured on international stages including **Paris Fashion Week**, where his previous collection “*NOSTALGIA*” was praised by **Vogue Italia**, **Harper's Bazaar China**, and **ELLE China** for its innovative fusion of heritage and modernity.

Through *IORIYA*, Doi continues to redefine Japanese beauty for a global audience — not as something distant from modern fashion, but as a living, evolving art form.

His vision is to build a “**bridge between cultures**”, where Japanese elegance resonates universally.



PRESS RESOURCES For high-resolution imagery and the comprehensive digital press kit, please visit our media center: revive.com/TOBARI_PressKit_EN.pdf

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

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Brand: TOBARI

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