

# Yoakeh



YOAKEH \_\_ Zenta Yoshie

Established in 2018 by Zenta Yoshie, in Japan.

Yoshie is a TVCM director in Japan. Over 25 years, he created more than 500 TVCMs, and has spent over 1.2 million USD budgeted for cutting-edge digital technology and modern art techniques for his TVCMs. He also created a few TVCMs in Indonesia as well.

While filming in Indonesia, he encountered many Muslim women with hijab and was very fascinated by the culture. Yoshie is determined to learn the culture and spirit of Islam with the goal of making beautiful Hijabs for Muslim women.

As a designer, Yoshie's vision is to implement the Japanese meaning of "Yoakeh" or "dawn" through fashion. He named the brand "Yoakeh" with hopes for a "Beautiful future of Muslima". Yoshie launched "Yoakeh" as "modest fashion" because he found similarity between Japanese aesthetic sense and the spirit of Muslim culture, and to commercialize a new Hijab that exchanges culture with one another. The first season collection consisted of 30 beautiful CG patterns designed by CG designers of Japanese advertisement (OMNIBUS JAPAN INC. Synichi Yamamoto, Yuriko Teraoka, Eri Tanaka). It is a delicate and beautiful state-of-the-art from Japanese graphic designer. In addition, we have developed items printed with fine paintings of Japanese painters as well.

Yoakeh will support for a beautiful future of Muslim women.

# Enharmonic TAVERN

## Brand profile

Many kinds of people (of both race and profession) gather at the Tavern.

We meet there to talk, to share and to resonate through these different cultures, arts and ideas.

The Enharmonic vision created here leads us to a new, imaginary world.

To dress people in search of a revolutionary ideal  
- this is the brand concept of "Enharmonic TAVERN".

The musical soundtrack, which expresses our brand's underlying worldview, is by Ent (Atsushi Horie).

The brand is run by the "Enharmonic" project team, which gathers together  
people from a range of fields: creators, artists, communicators.

2020 Spring and Summer Collection

『crossover』

In music, the elements of genre and culture mix together.

Through this mixture new genres and cultures are born.

This collection seeks to cut out and grasp these various elements at the instant of fusion with each other,  
and express the build up and cross over of concepts to items, and materials.

Please enjoy our collection.

Design team Enharmonic

2020 Spring Summer Collection

RIEKA INOUE

GNU

**<BRAND INFO>**

“Horns of a water buffalo” ” the mustache of a goat “ “the tail of a horse”

Creative God, ran out of ideas.  
And GNU was created from the inertia and curiosity.  
By combining what already exists.

about Designer  
RIEKA INOUE

BUNKA Fashion Graduated University / Fashion Creation Course (MA)

Carrier  
Yoji Yamamoto/ Onward Kashiya/ Baycrews

Brand started in 2015,  
“Dresses that wearers wear for themselves”  
Artist and actress costumes, and full order for celebrities are also available.

PRIZE  
80th,81st SO-EN Prize Nominated  
JUNES CREATEURS DE MODE 2005 (PARIS) Representation from Japan  
Fashion award 2015 (JAPAN) Finalist  
TOKYO NEW FASHION DESIGNERS GRAND PRIX 2016

**<SEASON CONCEPT>**  
TRANSPARENT

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