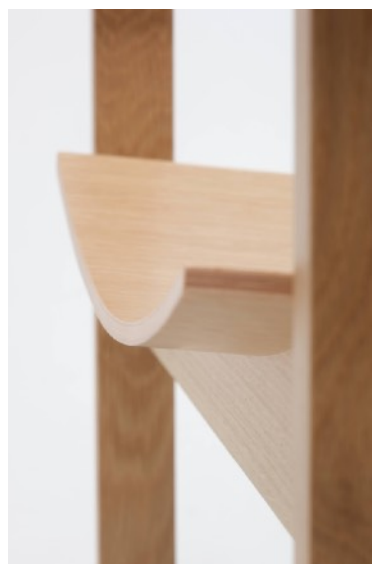




FOR IMMEDIATE PRESS RELEASE

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KOYORI Announces New Design Collaboration with Michael Anastassiades



KOYORI, the emerging Japanese furniture and interior design brand, is thrilled to announce a pivotal moment in its design journey with the addition of acclaimed designer Michael Anastassiades to its esteemed team. This strategic collaboration marks a significant step towards redefining design excellence and elevating the KOYORI brand to new heights.

The exciting collaboration with Michael Anastassiades will be unveiled at 3daysofdesign in Copenhagen, where KOYORI is set to showcase not only the new pieces from this collaboration but also present new furniture designs by GamFratesi. The event, taking place from [June 12–14] at Ørgreen Studios (Overgaden Oven Vandet 58A, 1415 Copenhagen, Denmark), promises to be a celebration of design innovation and cultural fusion.

"We are delighted to welcome Michael Anastassiades to the KOYORI family. Through Michael's deep respect for craftsmanship and materials, we have always felt a deep affinity with KOYORI. This collaboration with us embodies the seamless blend of cultures that define our design philosophy. His creative vision and design expertise will undoubtedly bring a fresh perspective to our brand, reinforcing our dedication to pushing the boundaries of elegance and sophistication," said Koda, Executive Director of KOYORI.

The KOYORI brand was established in 2022 by some of Japan's leading furniture and interior design manufacturers, and the brand identity was formed under the watchful eye of the iconic British product and furniture designer Jasper Morrison, in the role of Art Directing Advisor, and co-designed by Sebastian Fehr. Crafted using outstanding Japanese manufacturing technology, all KOYORI products are made to be cherished for generations and to bestow happiness on their owners. This year marks the brand's second appearance at 3daysofdesign, following a successful launch exhibition in Milan in 2022.

For information or request for interviews, please contact:
Mizuki Maruyama, KOYORI PR Manager (mizuki@koyori-jp.com).

DESIGNERS

Ronan & Erwan Bouroullec



Ronan and Erwan Bouroullec are French design brothers from Quimper in Brittany, France. They have been working together since 1999 with everything from industrial design to craft work, and large production runs to research, as well as the objects for the public space. Ronan and Erwan Bouroullec's creations span multiple fields of expression and have gradually entered our daily lives.

Photography: Alexandre Tabaste

GamFratesi



The design studio GamFratesi was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi. The studio is based in Copenhagen. GamFratesi aims to create furniture that illustrates the process and the techniques that created it, and which reflects a persistent exploration of the diverse border zone between harmony and disharmony.

Photography: Petra Kleis

Michael Anastassiades



Michael Anastassiades is a Cypriot designer based in London. He founded his studio in 1994 followed by his eponymous brand in 2007. Working across lighting, furniture, objects and spatial design, his designs are most notable for their honest use of materials, familiarity of form and clarity of function. They are at once disciplined and obsessive with a playfulness that inspires a vitality once might not expect.

Photography: Ben Murphy

KOYORI

Koda Munetoshi



Koda is the Executive Director of KOYORI, and is an expert at international trade and branding, succeeding in expanding sales, developing the brand, and promoting Japanese craftsmanship, globally. His knowledge and experiences led a Japanese manufacturer expand its sales to 60 stores in 30 countries and regions. Koda aims to continually promote Japanese craftsmanship at a global scale.

Photography: Sohei Oya, Nacása & Partners Inc.

ABOUT KOYORI

KOYORI is a modern design brand that embodies the distinct sense of Japanese aesthetics. Offering quality furniture and interior design that adds value to everyday life, KOYORI was founded to showcase the heritage of Japanese craftsmanship to the world. KOYORI products are crafted to be cherished for generations and to bestow happiness on their owners.

Winner of:

Best Seats Category of Wallpaper* Design Award 2023
Best New Brand, MONOCLE

Nominated for:

Best seat for EDIDA 2023
Best seat for EDIDA 2023

SUSTAINABILITY AND TRANSPARENCY

KOYORI also aims to carry forward the legacy of the beauty, creativity, and authenticity of Japanese craftsmanship and also convey it to the international market. In addition to creating products that last for a long period of time, KOYORI ensures that the production and delivery processes are sustainable and help us become the leading brand with a culture of transparency.

As a first step, to establish carbon footprint transparency, KOYORI will measure the carbon footprint generated by our products and the results will be published on our website. KOYORI will continually work and take further steps to reduce the carbon footprint across our product life cycle.

Website: www.koyori-jp.com

Official Instagram: [official_koyori](https://www.instagram.com/official_koyori)