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< Press Release >

Aderans

Designed Mannish "Beard and Mustache Style" at Paris Fashion Week

R Y N S H U 2020-2021

Collaborated at Paris Fashion Week AUTUMN/WINTER

~10th Anniversary of R Y N S H U

Topical collaboration showcases a new style with Beard and Mustache~



Aderans

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Aderans Co., Ltd. (headquartered in Shinjuku-ku, Tokyo; Group CEO, Representative Director and President Yoshihiro Tsumura) promoting the wellness industry of hair, beauty and health, collaborated for the PARIS Fashion Week "RYNSHU" 2019-2020 AUTUMN/WINTER Collection, held on Sunday, January 19, 2020 at THE WESTIN PARIS-VENDOME IMPERIAL in Paris, France. Our company collaborated in creating 21 kinds of beard and mustache and 3 kinds of wigs, and fully supported RYNSHU's vision of the world.



■ Theme of Collection

「RYNSHU 1217」

This year marks the 10th anniversary of the brand name's transition to "RYNSHU" and 28 years have passed since debut in Paris of Mr. Rynshu Yamaji, Designer. "In this commemorative year, he added his own birthday to the first perfume from RYNSHU brand, and announced it as "1217." In the 2020-2021 Fall/Winter Collection of RYNSHU, along with perfumes of "non-clothing transparent wear," a drape-rich coat with no balance and crash Velour Neon Pink as accent colors for the season were announced.



■ Support for “Beard and Mustache” and “Wig”

In response to Mr. RYNSHU's desire to express a new expression that we have never seen before during his commemorative season, Aderans designed a unique "iconic beard style" from its traditional styles of straight, pyramid, and anchor, with the aim of highlighting RYNSHU formal style. We also combine platinum silver beards and mustaches with platinum silver wigs to provide support unique to Aderans. The "beard and mustache" and "wig" of this collection are produced by Studio AD, the cultural and entertainment division of Aderans, drawing on the technical expertise cultivated to date through the provision of technologies for dramas, theaters, and movies.

Aderans has developed and launched highly functional men's wigs and women's wigs while incorporating the sensibilities of the times for many years. As part of our CSR activities, we have also provided unique entertainment wigs for a variety of cultural and entertainment activities, including theatrical performances, TV dramas, movies, concerts, and fashion shows. Our wigs have been used in the Paris Fashion Week since the 2017-2018 RYNSHU AUTUMN/WINTER Collection, and this year, the 7th time, they have been produced jointly by Mr. Rynshu and Aderans Group Wig Designer's NORIKO, and the Cultural Entertainment Division/studio

■ About RYNSHU

A maison brand by Mr. Rynshu Yamaji, a fashion designer. He debuted in the Paris Collection in 1992. The 2018-2019 Autumn/Winter Collection is his 55th collection, marking the 28th year since his first participation in the Paris Collection. Mr. Rynshu Yamaji has been actively engaging in various creative activities from movie direction to scenario writing and character design. He is supported by many celebrities such as Hollywood actors and actresses, artists, and entertainers, both at home and abroad.



■ About NORIKO

An exclusive designer of the Aderans Group. With her unique sensibility, NORIKO has been developing stylish design wigs for brands including FONTAINE and ANY D'AVRAY. She has been creating artistic design wigs for many entertainers, artists, and fashion models, presenting a world of glamorous hair styles.



■ About studio AD

Studio AD is Aderans' cultural entertainment division comprised of experts with expertise in areas such as hair and makeup and special effects makeup. In addition to producing wigs on the spot of filming location or entertainment, we also handle the planning of hair and makeup in general.

Hair and makeup can't be thought of separately. Sometimes we provide special effects makeup to accommodate a wide range of things, from natural to highly variable. When hair styling alone is not enough to cover their own hair, the use of wigs will broaden the range of expressions. Particularly in the entertainment wigs that studio AD specializes in, in addition to the sense of fit, we also offer superior light weight and breathability, as well as the ease of use of casts, the beauty and natural appearance seen from gallery have been praised by a wide range of people.特

Studio AD's technology has been used by large number of people on the stage, in movies, concerts, dramas, and other entertainment sites, and its reputation has reached not only Japan but also overseas.

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