

AYA DESIGN

L'île déserte

SPRING SUMMER 2026

FOR IMMEDIATE RELEASE

AYA DESIGN to Make Official Debut at London Fashion Week SS26

— Digital reveal to be followed by an in-store installation and presentation at Wolf & Badger, London —

LONDON, UK – 22 September 2025 –

AYA DESIGN, the fashion brand from Japanese design company AYA .inc, is proud to announce its official selection for the London Fashion Week (LFW) schedule. Directed by designer Mineo Yamaguchi, the brand will unveil its Spring/Summer 2026 collection in a digital format.

The collection film will be released on the official LFW website on Monday, 22nd September 2025, at 14:45 BST.

Immediately following the digital reveal, from 15:00 for three hours, AYA DESIGN will host an immersive installation and presentation at the boutique Wolf & Badger in Soho, London. The event will showcase key pieces from the SS26 collection, alongside a presentation of exclusive items for the store.

SS26 Collection Theme: 'L'île déserte' (Uninhabited Island)

The collection draws inspiration from Gilles Deleuze's essay, "L'île déserte et autres textes" interpreting the 'uninhabited island' as a metaphor for the primordial self. In an age of increasing dependence on technology and social homogenization, the collection's narrative expresses a 'movement'—a journey through the contemplative stillness of *sei* (静), a concept rooted in The Zen—to reconnect with one's inner self and engage in primitive, hands-on creativity for Freedom. The design proposes an "elegance defined by empty space" (*yohaku*), materialising a uniquely Japanese aesthetic where modernism, primitivism, and multiculturalism quietly coexist. Founded on traditional tailoring, the genderless collection fuses this base with cutting and styling inspired by historical ethnic garments from around the world. A colour palette accented with natural hues of sand beige and soil brown, alongside high-performance fabrics developed by Japanese companies, illustrates the persona of the 'new human' that the brand suggests.

About AYA DESIGN

AYA DESIGN is a fashion brand developed by AYA inc., a design company with its headquarters and in-house factory based in the Japanese countryside.

Working alongside local artisans, the brand manages the entire creative process from planning to sewing, with a core mission to revitalise Japan's regional industries and approach social issues through the medium of fashion. This debut collection marks a significant first step in building a sustainable and borderless new form for a brand.

Event Details

Event: AYA DESIGN SS26 Digital Activation & Physical Presentation

Date: Monday, 22nd September 2025

Digital Activation:

- Time: 14:45 (BST)
- Platform: Official London Fashion Week Website
- URL: <https://londonfashionweek.co.uk/designers/aya-design>

Physical Presentation & Installation:

- Time: 15:00 - 18:00 (BST)
- Venue: Wolf & Badger London
- Address: 102 Berwick St, London W1F 0QB
- Details: Showcase of the SS26 collection, presentation of Wolf & Badger exclusive items on models, and photo opportunities around the venue.
- Note: AYA Inc. products will continue to be available for viewing at the venue until the end of October.

For enquiries regarding SS26 sample appointments or future London showroom business, please contact info@ayadesign.uk.

Social Media: @ayadesign_official

