

kotohayokozawa



"kotohayokozawa" aims for experimental manufacturing methods that emphasizes improvisation. Taking hints from everyday life and daily necessities, playfulness and unpredictability are constant themes embodied in the label's ethos. The result is in one-of-a-kind garments that are full of personality, refinement and intricate details.

Kotoha Yokozawa
横澤 琴葉



1991

2025

- 1991** She was born in Aichi, Japan
- 2010** After graduating from a Nagoya high school with a focus on fashion, she enrolled at ESMOD Tokyo. She later worked as a designer at an apparel company whilst attending Coconogacco, and subsequently returned to ESMOD AMI to continue her studies.
- 2015** Founded her brand kotohayokozawa in Tokyo. Her practice centers on experimental creation and improvisation, challenging conventional production and distribution frameworks within the fashion industry.
- 2018** Received the Tokyo New Fashion Designers Award (Professional Category) and presented her first runway show at Tokyo Fashion Week in October of the same year.
- 2020** Awarded the Mainichi Fashion Grand Prix - Rookie of the Year / Shiseido Encouragement Award.
- 2025** The brand was awarded the Tokyo Fashion Award 2026.



kotohayokozawa



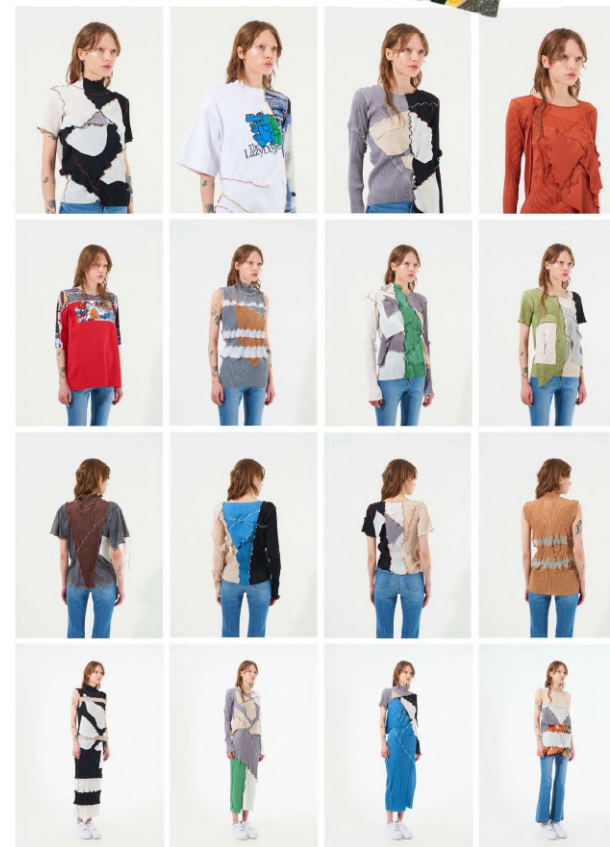
Designs that translate everyday emotions into expressive clothing, reflecting the designer's core creative vision.

todo
kotohayokozawa



A signature line featuring fine pleats and bold cut details, updated with new colors and designs each season.

somebody
kotohayokozawa

An upcycled, one-of-a-kind line made entirely from recycled materials, crafted individually in the atelier.

kotohayokozawa consists of the main line "kotohayokozawa", the pleats-based series "todo", and the up-cycled series called "somebody".

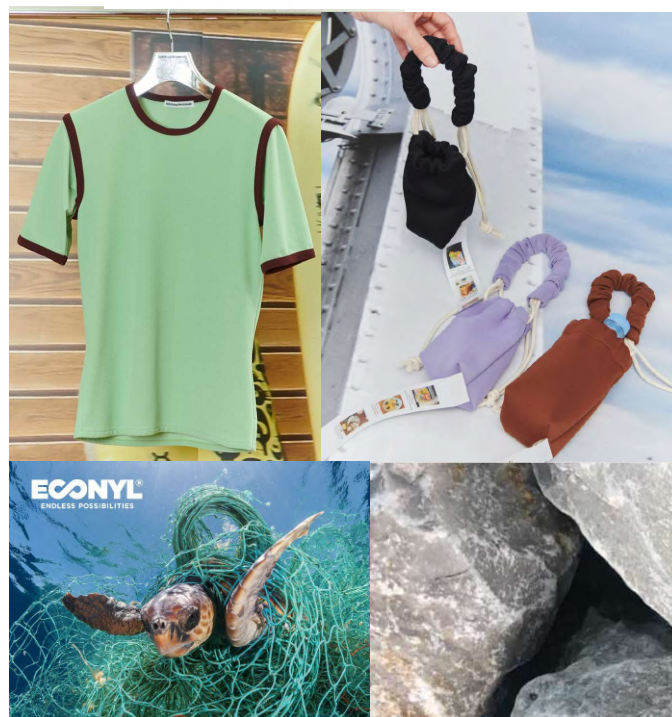
todo
kotohayokozawa



recycled polyester リサイクルポリエステル

Starting from the 2023SS season, we transitioned to a new material made from recycled polyester derived from collected PET bottles. Like conventional polyester, it retains its shape well, resists wrinkles, and offers high durability. It is also lightweight, stretchy, and quick-drying.

kotohayokozawa



Renewed Materials, New Everyday 再生から生まれる日常の新しさ

We don't just use regenerated fibers. We rely on renewable energy throughout their creation, designing materials that are circular by intent. We incorporate circular nylon and sustainably produced chloroprene rubber as part of our material selection.

**some
body**
kotohayokozawa



upcycling collaboration ヴィンテージアイテムのカスタマイズ

As part of its collaboration projects, the brand has created original items by upcycling used stock of Levi's® 501® through of the "Denim de Mirai Denim Project," and has also collaborated with the vintage clothing store OTOE in Harajuku to customize vintage pieces.



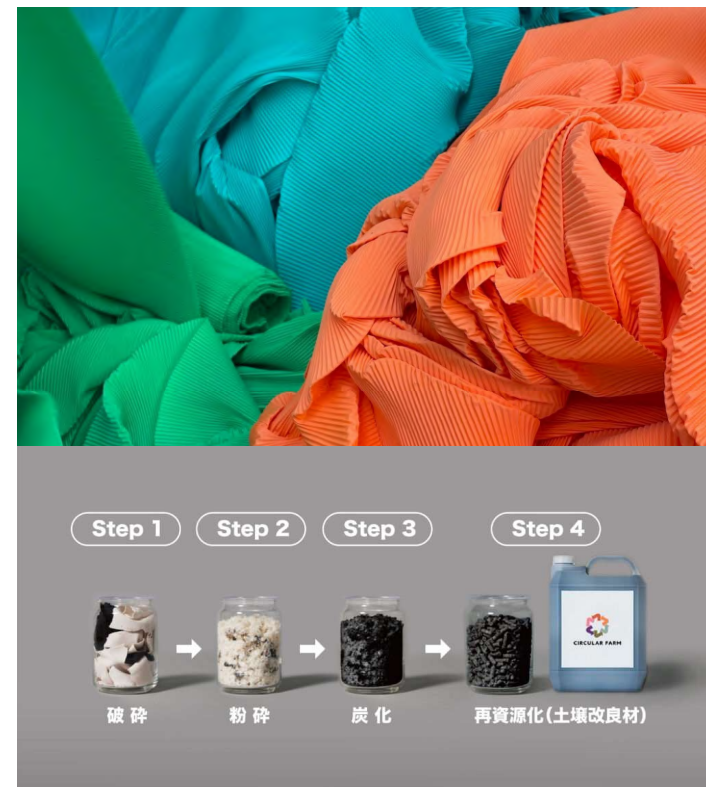
original recycled paper オリジナルリサイクルペーパーの制作

From the 2025AW collection onward, we will begin using an original paper material that contains 10% shredded fabric scraps from past productions of the todo line. This paper will be used for hangtags, exhibition hangers, and e-commerce delivery bags. The string attached to the hangtags is a logo-printed hair tie, which consumers can reuse instead of discarding.



reusable packaging bags すぐに捨てない梱包袋

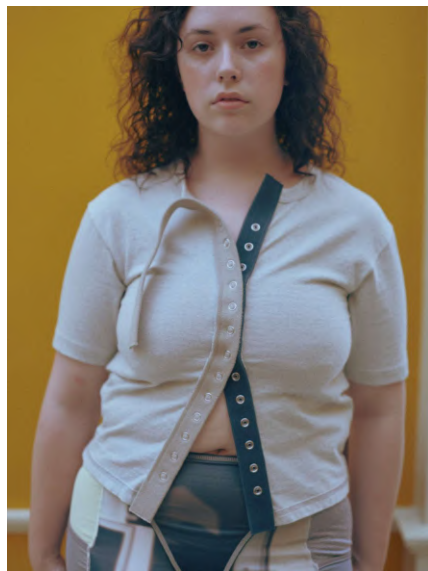
Packaging bags are essential for deliveries. To reduce waste, we've created our own original design bags made from recycled PET bottles. They're designed to be reused and enjoyed in each customer's own way after delivery. A new color is introduced each season.



upcycling fabric remnants 残布を廃棄しない取り組み

Leftover fabrics, mock-ups, and test samples from all of our lines that cannot be fully utilized in the somebody line are processed with Landeo Inc. There, they are shredded, sorted, and pulverized, then carbonized using a specially designed system called "CIRCULAR FARM." This process thermally decomposes harmful substances and microfibers in synthetic fibers, reducing CO₂ emissions by approximately 80% compared to incineration and minimizing environmental impact.







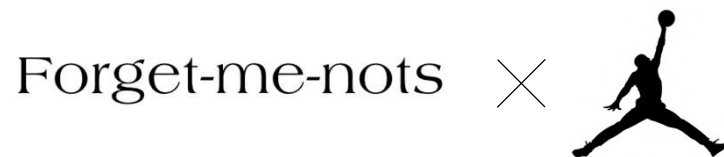


2022.05.27 @Hotel east 21 Tokyo
Fashion show



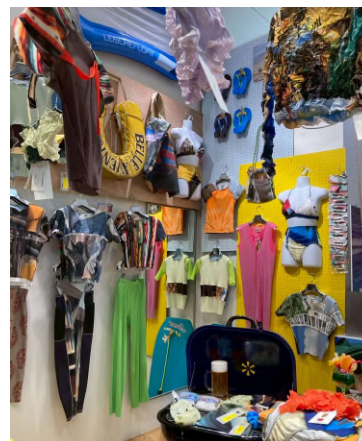
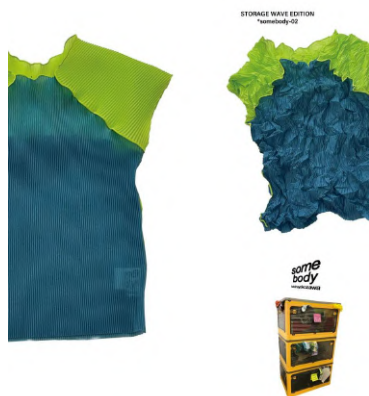


We have collaborated with a wide range of brands, including creating custom pieces for the Forget-me-nots x Jordan project in Japan and working on special collaborations with Converse.





kotohayokoza held two pop-up events at Shibuya PARCO "GATE," creating immersive, travel-inspired spaces that showcased seasonal collections, archive pieces, and exclusive early-release items. Across both editions, the brand presented limited-edition todo tops, recycled items from the STORAGE WAVE EDITION, and the GRAPHIC SCRAP TOP made from leftover materials. The upcycled "somebody" line also introduced custom charms crafted from atelier scraps and market-sourced motifs, highlighting the brand's commitment to creative reuse.



SHIBUYA
PARCO