

RE SYU RYU



In Japanese, Aida means “balance”. We feel the beauty in balance, and express this beauty through a uniquely Japanese aesthetic sense known as Iki, a term originated in the Edo Period.

Aida forms the DNA of our brand. Our lengths are harmonious, neither too long nor too short. Our forms are balanced, neither too straight nor too curved. Our textiles are beautiful, neither too raffish nor too somber. Our proposals are moderate and cultivated expressions of beauty.

<http://resyuryu.com>

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