

Oribe partners with Japanese artist on holiday gift sets



Oribe Hair Care has partnered with Japanese artist Kohei Kyomori to launch its latest holiday collection in duty free

Oribe is set to launch its latest holiday collection in duty free. With packaging exclusively designed by modern Japanese artist Kohei Kyomori, the gift sets will be available at Hyundai Duty Free in South Korea starting in December.

Kyomori, known for his vibrant digital paintings has partnered with Oribe to create unique designs for seven limited-edition gift sets.

"A large part of what we look for when selecting an artist is how they bring perspective and purpose to their work. We were immediately drawn to Kohei's detailed and eye-catching style and inspired by his mindset that art is an opportunity to bridge social and cultural barriers to create beauty that can be understood and admired by all," explains Vince Stavale, Director of Packaging at Oribe Hair Care.

Inspired by the Oribe "goddess" logo, Kohei created "Goddess of Paradise," which weaves together traditional Japanese animal and plant motifs in a garden where a goddess' flowing hair transforms into cascading water. The myriad of shapes and forms that the water takes represent the diverse range of hair textures — all beautiful — seen in this world.

The animals and insects featured in the work are allured by the scents of plants evocative of the Oribe signature Côte d'Azur fragrance. Different elements of the painting are used in each of the colorful gift boxes and enclosed packaging, making this limited-time collection truly covetable

"Hair was a new and interesting motif for me as there are so many abstract shapes to work with. The Oribe team and I worked closely on every facet of the production and shared a strong mutual agreement that the work communicate the message of 'unity in diversity,'" says Kohei.