

YOKE to release new products including knitwear, denim jacket, and trousers, featuring Brewed Protein™ fiber this winter



A total of eight new items of clothing featuring Brewed Protein™ fiber—including three knitwear items, two denim items (jackets and trousers), short- and long-sleeved T-shirts, and sweatshirts—will be released as part of the Spring/Summer 2024 collection from YOKE, a designer brand from Tokyo. The items will be available in Japan and overseas in January next year.

This release marks the first time that YOKE has worked with Brewed Protein™ materials. YOKE's designer, Norio Terada, is highly interested in the potential of Brewed Protein™ fiber and its applicability to a variety of products, and accordingly chose it for use in the brand's Spring/Summer 2024 featured items. The company also plans to consider further adoption of Brewed Protein™ materials in future products.

Moving forward, Spiber will continue to promote material development and production initiatives to expand sales channels to new brands and companies. Additionally, we will work to demonstrate the potential and value of our materials to designers like Norio Terada, so that they can feel empowered to use Brewed Protein™ fiber to create their own products.

Designer's Message

I've been aware of Spiber for about five to six years now, but it wasn't until March this year that I finally had a chance to talk to the team personally. I was immediately taken with their Brewed Protein™ material and decided to adopt it for our SS 2024 season products. Previously, I had been somewhat skeptical about materials claiming to be sustainable, as these claims often seemed primarily strategic in nature. However, after talking with the team at Spiber I was left with a strong impression that they and their products were pursuing something fundamentally essential, both as a team and as a material, and I was glad of the chance to be involved in that initiative. Although the products to be released this time contain a relatively limited amount of Brewed Protein™ fiber, I believe that our brand can help increase the number of people who know about these new materials by creating beautiful items featuring eye-catching designs. Moving forward, we want to increase color variations, explore mixing Brewed Protein™ fibers with different materials, and aim to use them in a variety of products.

<Product Information>



Crewneck Sweater
Price: ¥88,000 (excluding tax)
Sizes: 1, 2, 3, 4
Color: Black
Composition: 70% wool,
30% Brewed Protein™ fiber



Zip-up Cardigan
Price: ¥100,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: Black
Composition: 70% wool,
30% Brewed Protein™ fiber



Cardigan
Price: ¥90,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: Black
Composition: 70% wool,
30% Brewed Protein™ fiber



Sweatshirt
Price: ¥35,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: BLACK
Composition: 93% organic cotton,
7% Brewed Protein™ fiber



T-Shirt
Price: ¥22,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: BLACK
Composition: 90% organic cotton,
10% Brewed Protein™ fiber



Long Sleeve T-Shirt
Price: ¥26,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: BLACK
Composition: 90% organic cotton,
10% Brewed Protein™ fiber



Denim Jacket (left)
Price: ¥75,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: L.INDIGO
Composition: 96% cotton,
4% Brewed Protein™ fiber



Denim Trousers (right)
Price: ¥65,000 yen (excluding tax)
Sizes: 1, 2, 3, 4
Color: L.INDIGO
Composition: 95% cotton,
5% Brewed Protein™ fiber

YOKE

YOKE was launched in 2018AW with the concept of "connection."

Things connect people, people connect people, and people connect things.

Dozens of people are involved in the process of making a single piece of clothing, from raw materials, thread, fabric, cutting, sewing, and finishing, until it becomes a finished product.

I am very conscious of this, and try to make products within my own reach, from design to production. I also hope that the items of the brand will be connected to various people.

We are particular about materials and patterns, and propose sophisticated items that can be worn by people of any gender, adding a contemporary essence to standard items.

Designer Profile | Norio Terada

After graduating from Bunka Fashion College with a major in design, Norio worked in design and production management at several domestic brands and select stores before going independent in 2016 and starting his own brand in 2018 AW.

YOKE



Brewed Protein™ fibers

Brewed Protein fibers are lab-grown, plant-derived, circular materials made through a proprietary microbial fermentation process. The fibers are a compelling solution to the growing demands of animal and petrochemical-free fibers to address numerous pressing environmental issues and risks. The potential environmental impact of a forward-looking Brewed Protein fiber production plan was found to be significantly smaller than cashmere and merino wool, largely due to the lower environmental impacts of inputs for Brewed Protein polymer production (primarily plant crops and renewable electricity) when compared to livestock farming for cashmere and wool production. Production scale has been growing and Brewed Protein fibers, yarns, and fabrics are now available for purchase at commercial scale.

Spiber Inc.

Established in September 2007, Spiber Inc. is a Japanese biotechnology startup utilizing cutting-edge synthetic biology, polymer science, and material science for the development of its novel Brewed Protein materials made from plant-based sugars utilizing microbial fermentation technology.

Spiber's Sustainability webpage: <https://spiber.inc/en/sustainability/>

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