





YOJO
LIMITED



EXPLORING THE INTERSECTIONS BETWEEN FASHION AND INTERIOR DESIGN

YOJO is an independent design studio, hence, contemporary fashion label conceived in London and sustainably hand-made in Italy. Through founder and designer Joe Sorrentino's interest in art, designs, photography and cultural diversity, YOJO employs an unconventional multidisciplinary approach to create

elegant and iconic fashion accessories for men and women. The YOJO hallmark is defined by the experimental use of ceramics - a completely eco-friendly material that for millennia has drawn the attention of designers and creatives alike across a wide variety of industries, but fashion.



OXYMORON | F/W 18











THE CONCEPT

With the collection of silk and ceramic ties and bow ties, the label has also embraced modularity and waste reduction to provide clients with effortless tailor-made accessories allowing freedom of choice, custom aesthetics and piece of mind during one's evolution towards conscious awareness.



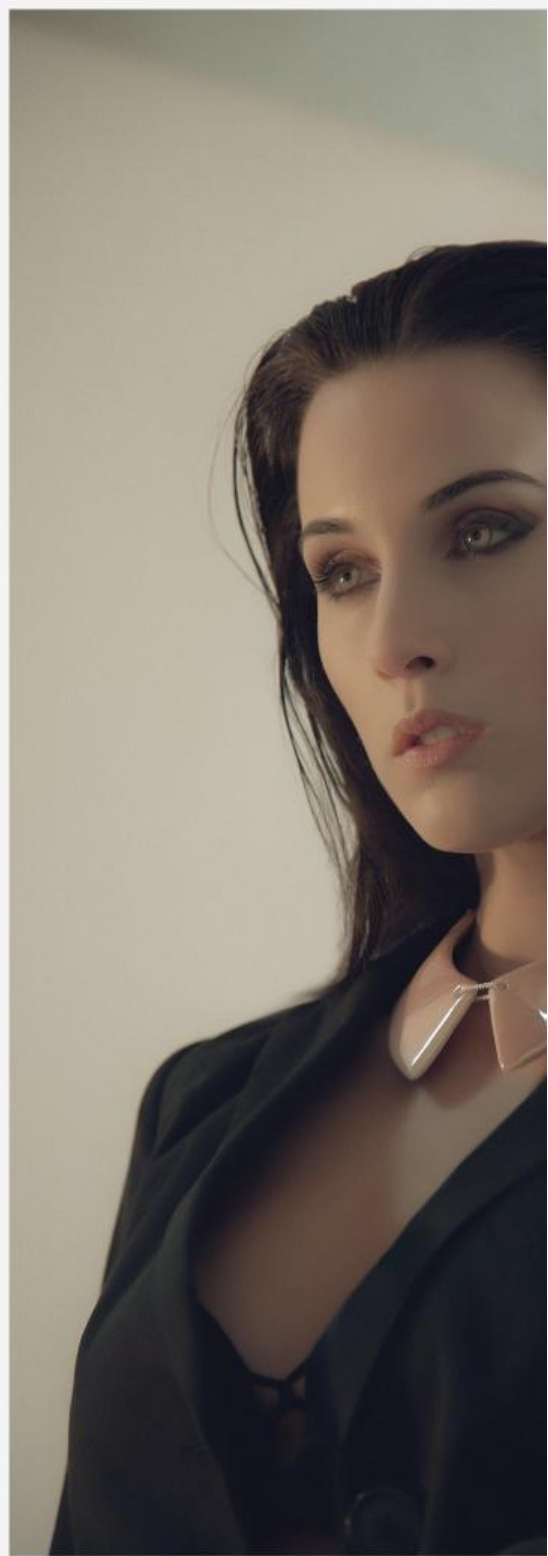


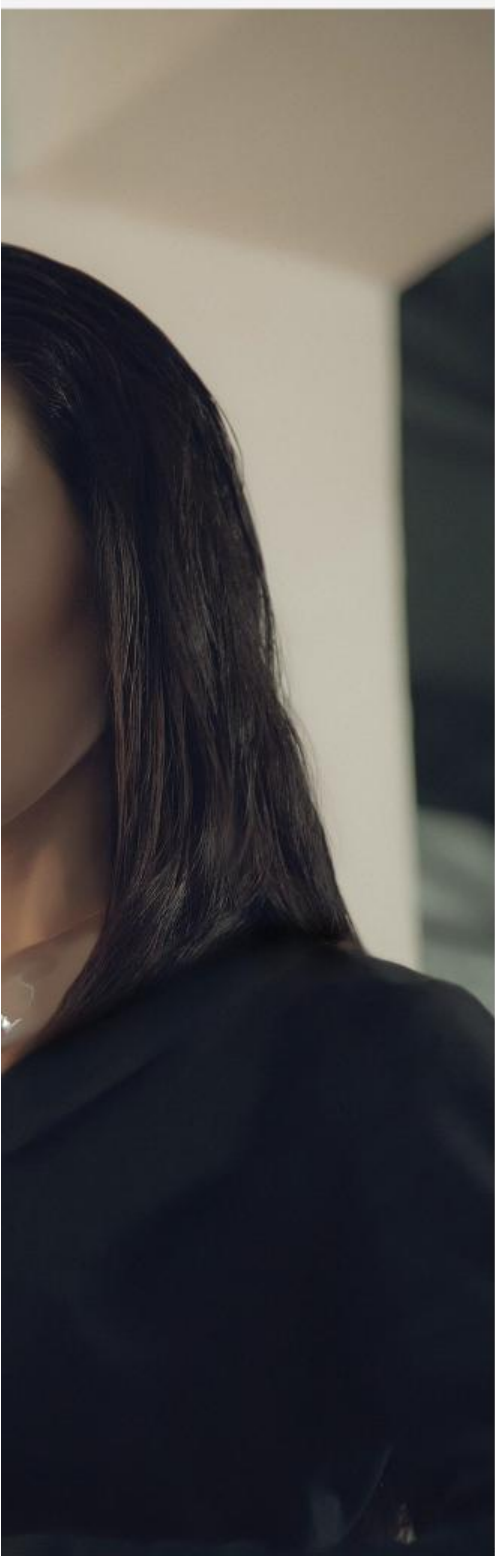




THE MISSION

Combining traditional sartorial techniques with futuristic conceptual visualisations and a structural approach to perfectionism, the brand mission is to re-design classic accessories with a contemporary twist... elaborated at the essence, but minimalist at glance.

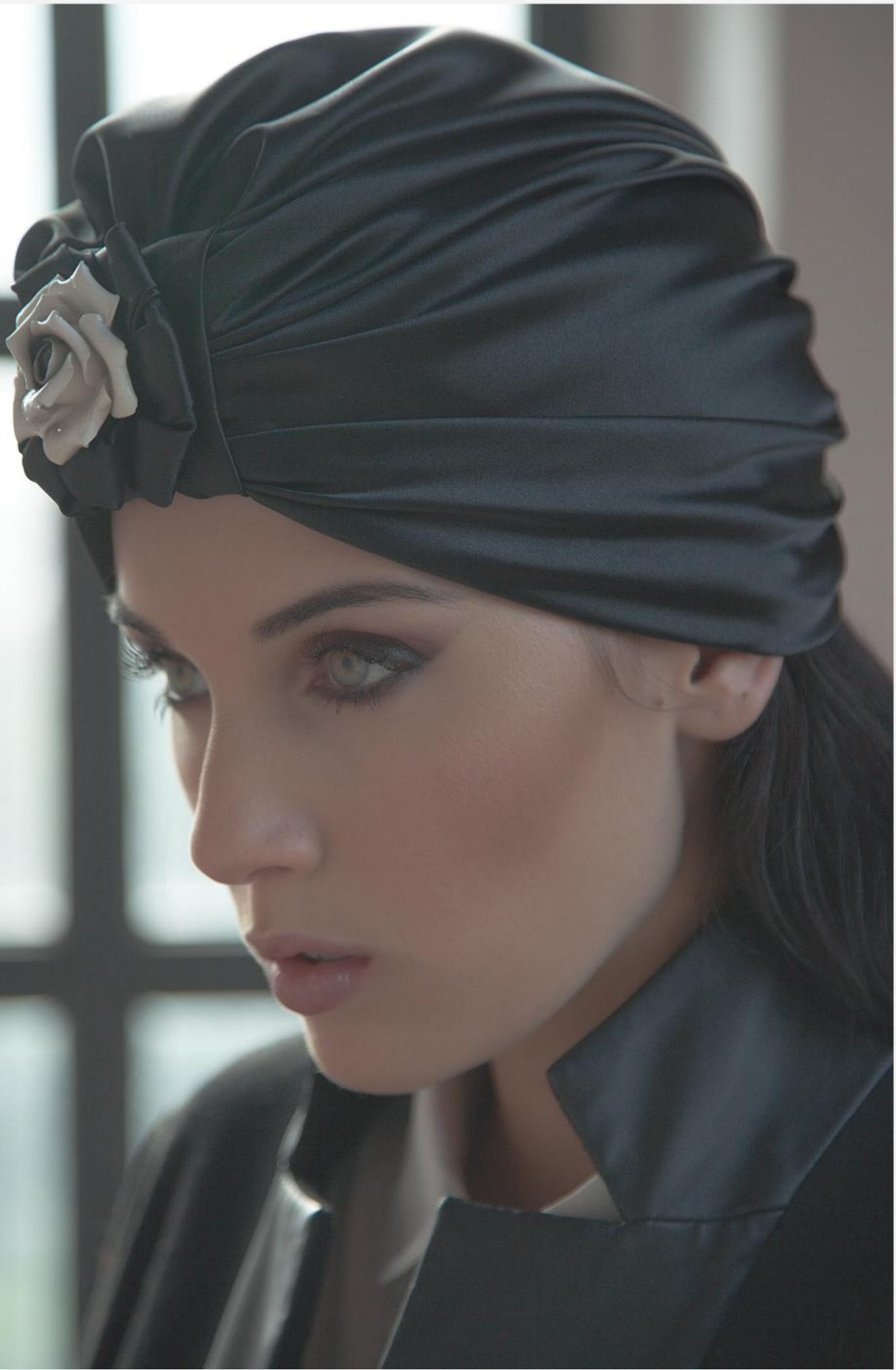






THE MAKING

The process is always the same, repetitive and patient, but at the same time accurate and controlled. The whole process from start to completion can take up to 3 days, but luckily enough in Napoli and Sorrento there are still workshops where the artwork is assessed against one sole parameter: the work itself.



BEYOND THE ORDINARY







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