

TASAKI Launches New Advertising Campaign Featuring Supermodel Liya Kebede

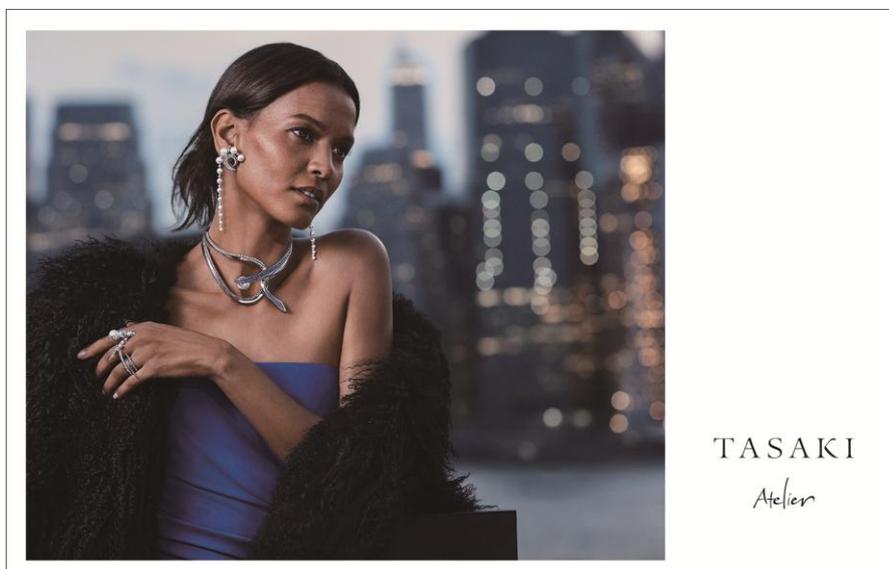
Tuesday, August 28, 2018 - TASAKI (TASAKI & Co., Ltd.; Kobe Head Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Head Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu Tajima) is pleased to announce a new advertising campaign featuring Ethiopian supermodel Liya Kebede.

TASAKI and its Creative Director Prabal Gurung, are proud to unveil the brand's newest campaign featuring supermodel and muse Liya Kebede, shot by Josh Olins.

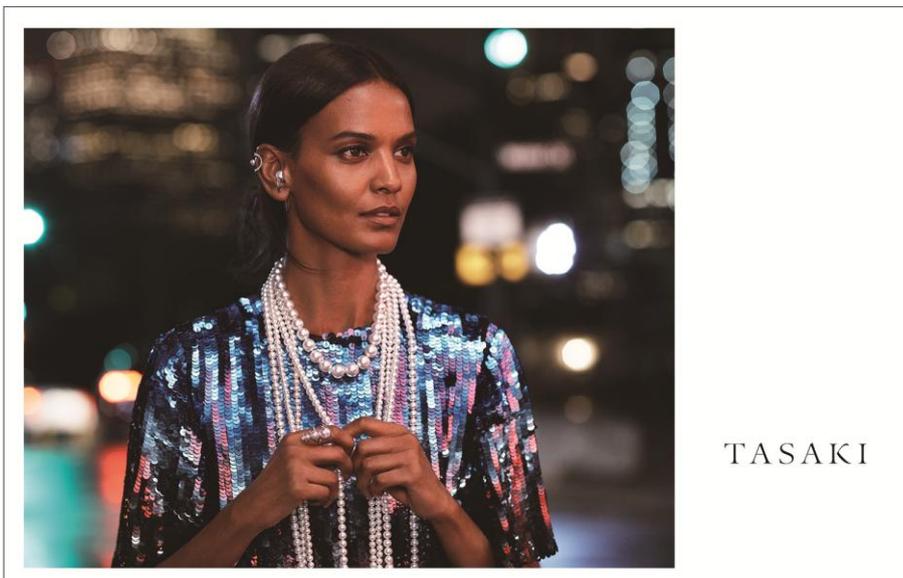
The campaign features high jewellery pieces from the TASAKI Atelier collection designed by Prabal Gurung, along with heritage styles TASAKI is renowned for. Inspired by the modern female led surrealist art movement, the TASAKI Atelier collection takes a couture approach, utilizing unique organic curves and graphic lines to challenge the norms of how, when and where fine jewellery is meant to be worn. Fronted by trailblazing supermodel Liya Kebede, the campaign honours the brand's rich legacy while looking towards the future.

"We live in a visual world, where imagery is an incredibly powerful tool in representing and communicating one's ideals. Liya is the perfect muse who aligns with the TASAKI brand ethos of honouring and celebrating craftsmanship, while bringing modernity in both style and substance"—Prabal Gurung, TASAKI Creative Director.

Not only an established supermodel, Liya Kebede is a global citizen leaving a positive impact through her work in supporting health and education for women in Africa through her NPO efforts. These qualities make her the ideal woman to embody the TASAKI vision of modern feminine glamour, defined by individuality in style and beauty. Kebede is seen throughout the campaign wearing designs from the TASAKI Atelier line designed by Gurung and selections from the TASAKI basic line highlighting the brand's signature pearl necklaces. Set against the backdrop of Brooklyn, New York, the powerful new images encapsulate TASAKI's brand of luxury and refinement. TASAKI strongly identifies with Kebede's philanthropic efforts, and will support her NPO lemlen Foundation as part of this campaign.



TASAKI



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Creative Director: Prabal Gurung
Photographer: Josh Olins
Model: Liya Kebede
Stylist: Alex White
Art Director: Berger & Wild
Location: Brooklyn, NY

lemlem
foundation 

About "lemlem Foundation"

lemlem Foundation, lemlem's philanthropic arm, is a non-profit organization with the mission to help women artisans in Africa thrive by connecting them to healthcare, education and pathways to jobs. Five percent of lemlem's direct sales, proceeds from special collaborations, and donations advance this mission.

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TASAKI Customer Service: 0120-111-446 (Please use this number when providing information about TASAKI to your readers/viewers.)