

R Y N S H U
1 2 1 7

The ICON 『1 2 1 7』 is …

Designer, R Y N S H U now continues to create collection show since 1992 A/W collection as M A S A T O M O. And then he changed the brand' s name R Y N S H U in 2010.

For this special 10th anniversary collection of R Y N S H U at Paris Fashion Week, he created [the invisible wear] … 『1 2 1 7』 with his partner Rieco YAMAJI.

『12 1 7』 was born as the first ICON parfum synchronized his birthday December 17th = 1 2 1 7. It feels comfortable white cashmere musk, pure and sweet citrus, fresh rose and elegant flowers 'blanc' , jasmine, mysterious muguet, delicate green herbs, and woody essences… like infinite freedom.

“It is pure, mysterious and sensual icon that I have been pursuing for long time. I want to feel it every moment in my life like wearing Jacket every day.” he said.

And trademark logo, the white snake around R Y N S H U. It is the incarnation of GOD and it brings happiness. The snake sheds its skin repeatedly, so R Y N S H U continues evolving and not be afraid of change.

It proves the highest quality and sophisticated parfum made in JAPAN. Feel and touch the philosophy of R Y N S H U.

< R Y N S H U 1 2 1 7 >

100ml €450 50ml €300

Contact: masatomo@rynshu.com