

The Fashion Brand MA*RS Launches The Jirai Kei & Ryosangata featured in the Amazon Prime streaming drama "Oshi no Ko"

JAPAN, December 19, 2024

/EINPresswire.com/ -- The live-action drama adaptation of the hit anime "Oshi no Ko", which premiered on Amazon Prime Video on November 28, 2024, showcases beloved characters such as Ai Hoshino and Kana Arima wearing iconic and popular items from the brand MA*RS, seamlessly integrated into the storyline.

MA*RS is an apparel brand operated by Mona Lisa Yosoten Co., which focuses on Jirai kei and other "Ryosangata" apparel, a new fashion trend that has become popular among Japanese youth.

About Jiraikei Fashion / Ryosangata Fashion

Jiraikei Fashion : It is a fashion style that embodies a delicate fragility and an air of unpredictability, marked by an emotional and enigmatic allure. The name originates from the metaphorical concept of triggering an emotional "landmine" or sudden "explosion."

Ryosangata Fashion □ This fashion style focuses on achieving a clean and adorable look, known for its universal appeal and accessibility to many women. The term "mass-produced style" originates from the prevalence of similar outfits and aesthetics among those who adopt it.



Now available on Amazon Prime Video

[Oshi no ko]

Worn by Kana Arima

「Cross-embroidered blouse with belt」



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MA*RS carries a wide range of the fashion line and has stores in the popular Shibuya109 mall and the Shinjuku district of Tokyo. Recently, due to growing popularity, the number of MA*RS' overseas customers has increased.

Their official online store has introduced World Shopping BIZ, making it possible for international customers to purchase MA*RS' popular Japanese apparel.

URL <https://lilimpark.jp/>

MA*RS Cross embroidered blouse with belt by MA*RS, a popular style in Jirai kei fashion (5,940 yen, tax included)

Japanese Jirai kei fashion and other Ryouyangata trends are attracting attention due to increased inbound demand.

MA*RS, which deals widely in such fashion items, distributes loyalty cards at its stores. They also distribute coupons for overseas members.

Store Information

Shinjuku Main Store 3-22-6 Shinjuku,
Shinjuku-ku, Tokyo
Shibuya 109 6F, 2-29-1 Dogenzaka,
Shibuya-ku, Tokyo

Official mail order site:

<https://bit.ly/3P5pwmF>

Official Social Media

Instagram <https://bit.ly/3D76ppk>

MA*RS_Hot Topics

MA*RS_Collection

MA*RS_Collection2

X <https://bit.ly/3Zu4rac>

TikTok <https://bit.ly/3D5sfcV>

facebook <https://bit.ly/3D93bSj>

Company Profile

Mona Lisa Yosoten Co.

Business activities: Planning, manufacturing, and sales of women's clothing and sundries

Location: 3-22-6 Shinjuku, Shinjuku-ku, Tokyo 160-0022, Japan

Representative: Miho Utsumi, Representative Director

Inaba

Mona Lisa Yosoten Co.

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