



AYASSE

SPRING | SUMMER 2026





THE SILENCE OF THE VAST PLAIN, A YOUNG BODY IN THE WIND – BAREFOOT, LOST, BORN.



*Child*LIKE INNOCENCE

*Cast out BETWEEN HEAVEN and EARTH, HER JOURNEY BEGINS NOT IN SAFETY, BUT IN SOLITUDE.
YET FROM THIS EMPTINESS, SOMETHING GROWS: THE FIRST BREATH OF A DESTINY. THE LANDSCAPE
AROUND HER IS NO REFUGE, BUT A MIRROR OF A SOUL THAT DOES NOT YET KNOW IT IS chosen.*

*prIN
CESS
BARInabi*



ONCE UPON A TIME, THERE WAS A KOREAN ROYAL FAMILY THAT HAD ONLY DAUGHTERS. THE SEVENTH DAUGHTER, BARI, WHOSE NAME MEANS HOPE, WAS BANISHED TO THE ISLAND OF JEJU ON HER SEVENTH BIRTHDAY. THE SHAMANS PROPHESED THAT ONLY THROUGH HER BANISHMENT COULD AN HEIR TO THE THRONE BE BORN. ON JEJU, BARI GREW UP WITH A FAMILY OF SILK WEAVERS.

SHORTLY BEFORE HER COMING OF AGE, BARI HAD A DREAM THAT LED HER ON A JOURNEY. ACCOMPANIED BY SILK SPIRITS, SHE EXPLORED THE ISLAND AND ENCOUNTERED CHARACTERS AND PLACES FROM HER DREAM. SHE MET WOMEN, THE GODDESS OF THE WATERFALL, AND WATER SPIRITS. SHE LEARNED ABOUT THE GREED FOR FAME, WEALTH, AND POWER AND BEGAN TO SEE THE WORLD WITH DIFFERENT EYES.

THE FOREST BECAME A SECRET GARDEN, THE PLANTS MAGICAL REMEDIES. THREE SPECIAL PLANTS EXPANDED HER PERCEPTION AND CONNECTED REAL AND IMAGINARY EXPERIENCES. THROUGH THIS JOURNEY, BARI ACHIEVED A SPECIAL MATURITY.

WHEN SHE LEARNED THAT HER PARENTS WERE SERIOUSLY ILL AND NO DOCTOR COULD SAVE THEM, SHE DECIDED TO RETURN. SHE PREPARED A SLEEPING RITUAL CONSISTING OF A PILLOW, TEA, AND A SONG SHE HAD LEARNED ON HER JOURNEY. UPON ARRIVING IN THE KINGDOM, SHE HEALED HER PARENTS WITH THIS RITUAL.

In GRATITUDE, BARi WAS GIVEN HER OWN PALACE WITH A HEALING GARDEN AND A SILK FARM. HER COMPANIONS TRANSFORMED into BUTTERFLIES, AND SHE WAS HENCEFORTH CALLED THE BUTTERFLY PRINCESS, BARi-i-NABi.

Her PALACE BECAME KNOWN AS THE BUTTERFLY PRINCESS' Secret Garden.





for ITS
SPRING/SUMMER COLLECTION,
AYASSE EMBARKS
on a JOURNEY

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a JOURNEY of quiet COURAGE
– TOWARD CONNECTION
INNER STRENGTH AND
THE BEAUTY of BECOMING

Inspired by the Korean tale of the Butterfly Princess Bari – a royal daughter who, far from court and heritage, found the courage to meet herself. Her journey is one of transformation, connection, and healing – told through the language of leather, form, and color.

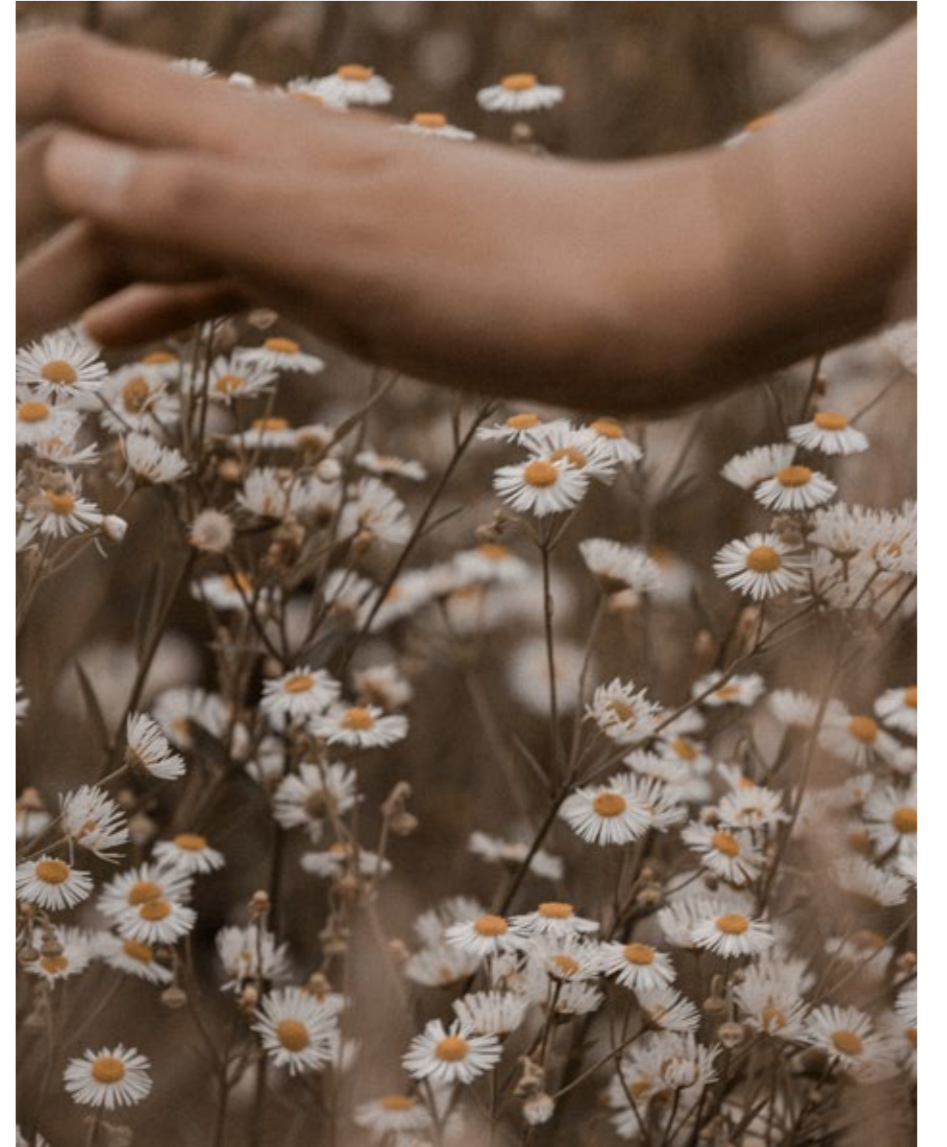
This collection is a tribute to quiet strength: to femininity that is not staged but embodied. To poise that grows from depth. To beauty rooted in change. **Ayasse believes in connection over division, in responsibility over excess – and in clothing that does not speak loudly but resonates deeply.**



First CONNECTION
to *NATURE* &
IDENTITY

*SHE STANDS IN BLOOM, AS IF THE
WORLD RECOGNIZES HER.
SURROUNDED by WHISPERING
BLOSSOMS, BARI SENSES THAT
SHE IS NOT JUST A CHILD – BUT
THE BEARER of A Gift.*

IT IS A QUIET AWAKENING, DELICATE LIKE LIGHT IN THE FOG.



AWAKENiNG





her JOURNEy

Between WOODEN PILLARS AND a LEATHER BLOUSE, her JOURNEY THROUGH the WORLD OF HUMANS BEGINS. MODERNITY MEETS MEMORY. BARI LEAVES THE FLOATING, ENTERS THE WEIGHT. EXPECTATION, DEPTH, SOUND. YET SHE CARRIES HERSELF – AMIDST the CONTRASTS.



*SPIRITUAL
CALLING
AWAKENS*

*In the PAVILION – NO LONGER
SEARCHING, but UNDERSTANDING.
THE SILENCE AROUND her
CONDENSES into REALIZATION.
In the CLARITY OF HER POSTURE,
a NEW DEPTH IS REFLECTED.
BARi SEES THE PATH.*

IT IS THE MOMENT WHEN INTUITION BECOMES PURPOSE.





She wears THE PRACTICAL AS A SIGN: THE JACKET, ROBUST AND GROUNDED, SPEAKS OF PROTECTION, COMMITMENT, THE OUTDOORS. BARI STEPS OUT – NOT JUST INTO ANOTHER WORLD, BUT INTO A NEW SELF. THE SILENCE OF THE PINE, THE CURTAIN OF LIGHT: A TRANSITION INTO THE depths.



DEPARTURE



Trials & *RESISTANCE*

Hidden among the foliage, HER DETERMINATION GROWS *LIKE ROOTS IN THE DEPTHS*. THE JACKET – *NOT MERELY CLOTHING, BUT A SYMBOL OF TRANSFORMATION: A SECOND SKIN, MARKED BY COURAGE*. BETWEEN SHADOW AND LIGHT, *BARi BECOMES A FIGURE OF RESISTANCE* – quiet, steadfast, awake.



true STRENGTH LiES
NOT in RULING,
BUT in HEALING.





tRANSFORMATION & *DEPTH*

Mystical, ALMOST ROYAL.
THE POWERFUL FIGURES,
THE BARK – A STRONG
SPIRITUAL Look.

HERE, BARI MERGES WITH THE WORLDS, **BECOMING A SOUL GUIDE.**




POwEr



POWERFUL APPEARANCE

SHE PLACES HER FOOT *ON THE LARGE STONES* – CAREFUL, DELIBERATE. The path is uneven, *YET EVERY STEP* SPEAKS. The biker jacket shields, THE SILK SKIRT FLOWS. Strong, *FEMININE*, UNCOMPROMISING. BARI WEARS HER CONTRASTS LIKE *A SYMBOL*. THE STONE PILLARS, *UPRIGHT LIKE PRAYERS*. FRAME HER: A MEDIATOR BETWEEN heaven and Earth.



AN INVISIBLE SYSTEM.

One system for your mobility. As well-thought-out as it is lightweight. You don't need a new lining – you just need one that blends in. Like a thought that moves with you. Like a familiar sound under a new melody.

And when it's time for a change: unbutton it. Washable. Transformable. Ready again. This is how a jacket becomes an experience, and you become the conductor of its layers.

second SKIN
QUIET SOUL

a LiGHTNESS
WITHIN

SECOND SKIN, QUIET SOUL

Nothing between you and the moment. The jacket – a second skin. No lining, no resistance. Just the leather and your rhythm. It glides over sweaters, over days, silently and naturally. A feeling of presence. No noise. No layers. Just you – and this shell.

A LIGHTNESS WITHIN

When summer kisses the skin, the leather becomes tangible. Worn directly – powerful, pure. But sometimes the body craves a touch of fabric between. Something that breathes. Something that flows.

Silk. A natural wonder – light as air, temperature-regulating, moisture-wicking, tear-resistant, yet delicate. It absorbs what the day brings without ever feeling heavy.

Buttoned in – only when you want. A lining you can feel but not see. That blends into any jacket, like a secret room just for you. And if you want: removable, washable, convertible. As beautiful as it is functional.

LEATHER & SILK

Tina Ayasse is the founder and heart behind the Ayasse brand. She lives and works between continents – yet with both feet firmly on the ground. In Seoul, she breathes the spirit of a culture that combines innovation with deep humanity. Between teahouses and temples, street fashion and quiet rituals, she experiences what matters: values. Roots. Dignity.

This attitude flows into every garment that leaves Ayasse's shop: leather as a memory, form as a gesture, color as a feeling. Tina believes in clothing that isn't loud, but true – and in women who don't need a role to express their attitude.

Like Bari in the ancient story, she embarks on a journey – not just through places, but through worlds. What does she want to give women? A second skin that protects and liberates. A piece of identity that doesn't get lost in trends. And perhaps also an invitation: to rediscover oneself.



Tina AYASSE

*I BELIEVE IN CLOTHING THAT doesn't
DISGUISE WOMEN, BUT RATHER EMPOWERS
THEM. That doesn't SHOW STATUS,
BUT RATHER ATTITUDE. Because Everything
THEY NEED is already within them.*

A large, bold, black stylized letter 'A' graphic that is positioned at the bottom of the right page, partially overlapping the text above it.



THE REEDS SWAY IN THE WIND, THE WATER LIES STILL – AS IF IT HAD BEEN WAITING FOR HER. BARI KNEELS AT THE SHORE, WITH EMPTY HANDS THAT NOW KNOW HOW TO GIVE. SHE BRINGS THE WATER BACK: LIFE, HOPE, HEALING. THE CIRCLE CLOSES – QUIET, CLEAR. IT IS NOT AN END, BUT AN ARRIVAL.

Homecoming & FULFILLMENT



AYASSE'S LEATHER QUALITIES
*are MORE THAN JUST MATERIALS –
THEY ARE STORIES THAT TELL of NATURE,
CRAFTSMANSHIP, and TIMELESS ELEGANCE.*
EACH LEATHER HAS A NAME THAT CAPTURES
*ITS ESSENCE and MAKES the CONNECTION
to NATURE TANGIBLE.*

1. Mimosa – Soft, lightweight lambskin suede Delicate as the touch of a leaf. Mimosa represents lightness and a gentle, almost floating sensation. A leather that feels like a second skin and embodies the beauty of minimalism.

The name **Mimosa** comes from the plant of the same name, whose delicate leaves and subtle movements inspired this quality.

2. Silene – Thin, soft lambskin nappa Silky, graceful, timeless. Silene is reminiscent of the delicate petals of a night flower. This leather envelops you with subtle elegance and a feeling of pure softness.

The name **Silene** is inspired by the botanical genus of night flowers, whose delicate and elegant blossoms reflect the essence of this leather quality.

3. Calyx – Semi-vegetable-tanned lambskin In botany, **calyx** refers to the calyx that protectively encloses a flower. A silent guardian – slender, strong, and embracing.

The name evokes the image of a natural **skin** – a soft yet structural covering. Perfect for a leather that frames, warms, and hugs the body.

4. Verbena – Vegetable-tanned lambskin Thin, smooth, and soft with a subtle marbled effect created by the natural tanning process. Verbena embodies the delicate elegance of its namesake plant, known for its graceful structure and calming presence.

The name **Verbena** reflects the organic beauty and timeless sophistication of this leather quality.

5. Ash – Suede with a cracked wax coating Soft, with a surface like lived history. Ash represents the combination of structure and depth, created by the broken wax coating. This leather speaks of change and permanence at the same time – a feel that feels like a second skin, celebrating the beauty of imperfection.

The name **Ash** is inspired by the tree species of the same name, whose robust and timeless presence captures the essence of this leather quality.

DANKE THANKS

*An / to GREEN ANGEL – FÜR DEN TRITt, DEr MICH fliegen LIESS UNd das Lächeln, DAs BLIEB.
TO Green Angel – fOR THE KICK THAT MADE ME FLY AND THE SMILE THAT STAYed.*

Studio AYASSE GmbH
KÖNIGSTR 27 | 70173 STUTTGART
GERMANY

39, Jangmun-RO 9-GIL, Yonsan-gu, 04392 SEOUL

WWW.STUDIO-AYASSE.COM
MAIL@studio-AYASSE.com

AYASSE

AYASSE is a German label for high-end fur and leather fashion. Founded in 2017 by Tina and Philipp Ayasse, the company develops sophisticated yet relaxed jackets, coats, trousers, dresses, and skirts for women. Respectful treatment of nature, particularly gentle dyeing and processing of materials, forms the core of the company's philosophy. The style is pure and minimalist, yet with attention to detail. The comfortable cuts and the surprisingly light and soft material ensure a first-class wearing comfort.