

JENNE

A NEW ELEGANCE,
BORN IN JAPAN.

CONTEMPORARY ELEGANCE FROM JAPAN





ABOUT JENNE

A NEW ELEGANCE FOR THE MODERN WOMAN.

JENNE is a womenswear brand born in Japan.

Rooted in classic femininity, we bring together a modern point of view, silhouettes designed to flatter the body, and the functionality women need in everyday life.

Our aim is not simply to create clothes that look beautiful.

We create clothes that are beautiful, comfortable, and made to accompany women through modern life.
This is JENNE's idea of elegance.

OUR PHILOSOPHY

BEAUTY ALONE IS NOT ENOUGH.

A beautiful dress should have pockets when they are needed.

Delicate fabrics deserve linings that preserve their beauty.

A flattering silhouette should still leave room to move freely.

We consider even the details that may go unnoticed at first glance.

Because clothes are not made simply to be admired—they are made to be worn, lived in, and experienced by women.



WHY JENNE?

ELEGANCE × MODE × FUNCTION



ELEGANCE

Timeless femininity and beautifully flattering silhouettes.



MODE

Structured design that reinterprets the classics through a modern sensibility.



FUNCTION

Comfort, movement, materials and construction—considered from the realities of everyday life.

ALL OF IT, IN A SINGLE GARMENT.



JAPANESE PRECISION

JAPANESE PRECISION, TRANSFORMED INTO ELEGANCE.

A beautiful silhouette is never accidental.

The distance from the body.
A line adjusted by mere millimeters.
How the garment looks in motion.

From design to pattern.
From pattern to toile.
And finally, to the body itself.

Through repeated fitting, testing and refinement, the
JENNE silhouette takes shape.

Precision is how we create beauty.

THE SILHOUETTE BEGINS WITH THE PATTERN.



01 PATTERN



02 TOILE



03 GARMENT

We pursue the balance between flattering the body and allowing freedom of movement through precise pattern making and toile development.

PATTERN → TOILE → GARMENT
Our in-house team includes a pattern maker with
experience at JUNYA WATANABE.

DESIGNED FOR REAL LIFE

DESIGNED AROUND THE REALITIES OF WOMEN'S LIVES



POCKETS

Pockets placed naturally, exactly where they are needed.



THOUGHTFUL LINING

Linings considered for transparency, comfort and feel against the skin.



COMFORT & MOVEMENT

Beautiful silhouettes designed without sacrificing freedom of movement.



FUNCTIONALITY

Materials and construction designed for the lives of modern women.

NOT ONLY FOR THE MOMENT YOU SEE IT, BUT FOR EVERY MOMENT YOU WEAR IT.



JAPANESE TEXTILE INNOVATION

JAPANESE TECHNOLOGY, DOWN TO THE FABRIC.

At JENNE, we actively select materials not only for their beauty, but also for their comfort, ease of care and functionality.

Traditional aesthetics meet modern technology.

For us, contemporary elegance begins with the fabric itself. That, too, is part of the JENNE approach to creation.



BEAUTY × FUNCTION × TECHNOLOGY

ACCESSIBLE LUXURY

ACCESSIBLE LUXURY.

For us, luxury is not defined by price.

Beautiful design. Precise pattern making. Carefully selected materials.
Thoughtful craftsmanship. Attention even to the details that cannot be seen.

Without compromising on any of these, we aim to make this quality
something more women can genuinely wear and experience.

**LUXURY NOT JUST TO ADMIRE,
BUT TO LIVE WITH EVERY DAY.**



THE JENNE WOMAN

FOR WOMEN WHO DEFINE ELEGANCE ON THEIR OWN TERMS.

She embraces femininity while holding firmly to her own values.

She loves the classics, yet lives fully in the present.

She seeks beauty without compromising on comfort.

Our goal is for JENNE to be recognized as a new expression of elegance born in Japan.

Beautiful to look at. Beautiful to live in.





YUKA

DESIGNER / DIRECTOR

“IF THE CLOTHES I WANT DON’T EXIST, I MAKE THEM.”

YUKA first made her own clothes at around the age of ten. She bought fabric she loved and used her grandmother’s sewing machine to make a skirt—the starting point of her creative journey.

She did not attend fashion school and taught herself design. What has remained unchanged since childhood is her passion for creating clothes she genuinely finds beautiful.

In 2019, that instinct became JENNE. Today, she remains closely involved in design, fabric selection and toile fittings, continually pursuing silhouettes that flatter the female form.

DESIGN BEGINS WITH A PERSONAL POINT OF VIEW.

JENNE IN TOKYO

OMOTESANDO, TOKYO

Classic and modern.
Femininity and structure.

The JENNE world is also expressed
through our space in Omotesando,
Tokyo.



FROM JAPAN TO THE WORLD

A NEW IDEA OF ELEGANCE.

What we want to bring to the world is not simply clothing that looks distinctly Japanese.

It is the precision, attention to detail, intelligent functionality and uncompromising approach to quality that define Japanese craftsmanship.

By combining these qualities with JENNE's own expression of femininity, we aim to introduce a new idea of elegance to the world.



TRANOÏ PARIS



BRAND FACTS

JENNE / JAPAN

FOUNDED

2019

DESIGNER

YUKA

HEADQUARTERS

JAPAN

RETAIL

OMOTESANDO / NAGOYA / KYOTO

WHOLESALE SINCE

2025

CATEGORY

WOMENSWEAR / ACCESSORIES

DESIGN APPROACH

ELEGANCE × MODE × FUNCTION

CRAFT

IN-HOUSE PATTERN MAKING / JAPANESE PRECISION

GLOBAL

PARIS / TRANOÏ



JAPAN OFFICIAL

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INTERNATIONAL

@jenne_collection