



Pragmatic is a straightforward and  
matter-of-fact approach to everything.  
While Poise is a state of being marked by  
easy composure of manner or bearing.

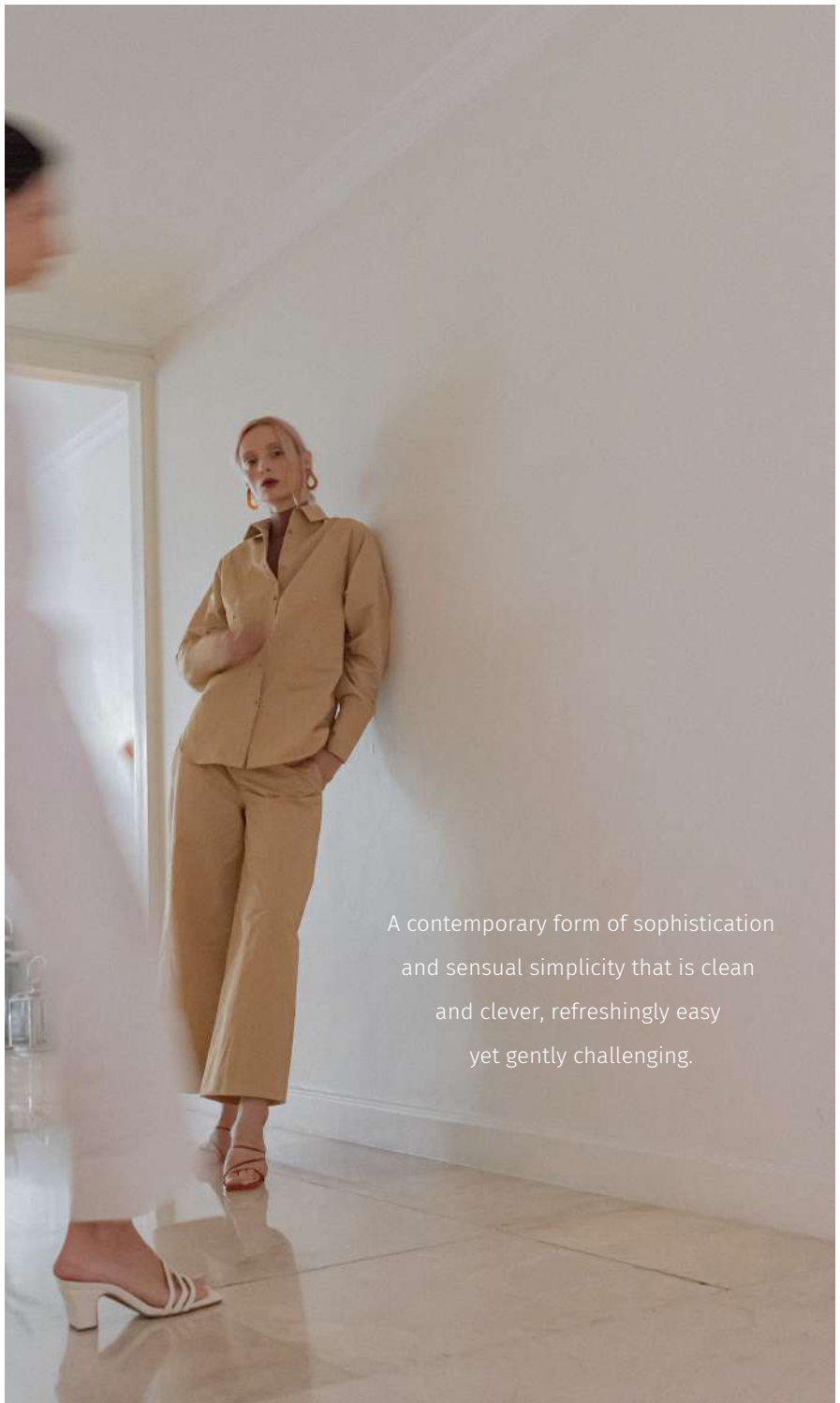
There is applied functional rationality  
to the design of everyday life and a  
grace that makes it beautifully becoming.  
This spirit is the foundation of the collection.



PRAGMATIC  
POISE

Pragmatic poise is streamlined beauty.  
The defining tension between freedom and  
discipline brings YOYA to new heights  
of poignancy and precision.





A contemporary form of sophistication  
and sensual simplicity that is clean  
and clever, refreshingly easy  
yet gently challenging.

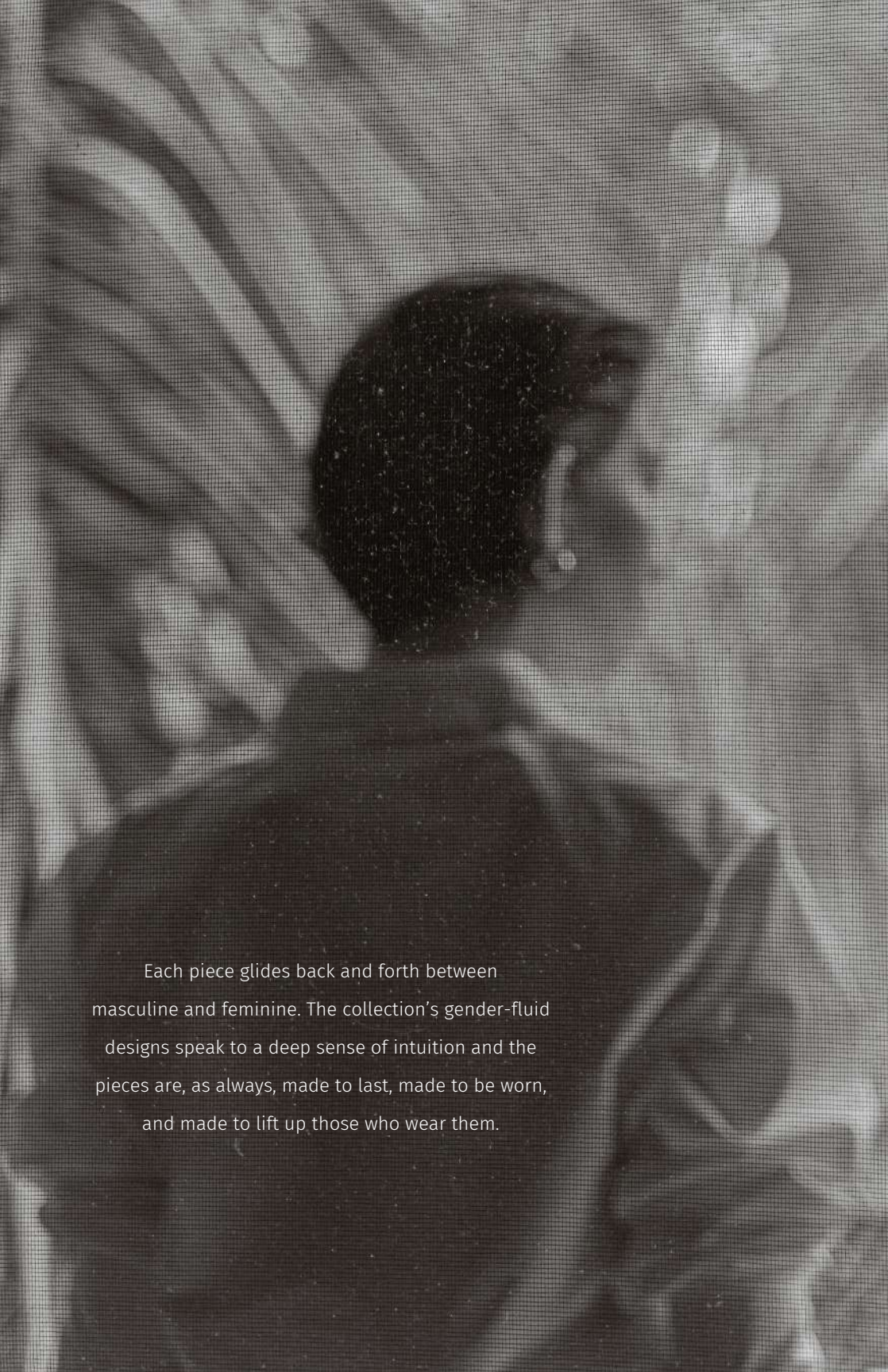
A kind of sophisticated pragmatism is  
echoed by the collection's sharp lines and  
crisp fabrics. Subdued colors. Sleek separates.  
Utilitarian details. A form of realistic fashion that  
reflects an elegant way of dressing.





Impeccably tailored and minimal, there is something intensely powerful out of the spare simplicity of the pieces.





Each piece glides back and forth between  
masculine and feminine. The collection's gender-fluid  
designs speak to a deep sense of intuition and the  
pieces are, as always, made to last, made to be worn,  
and made to lift up those who wear them.



Feeling strong yet feminine, refined and  
discrete, every piece is distilled luxury.  
The uniform for the thinking woman.







  
yoya



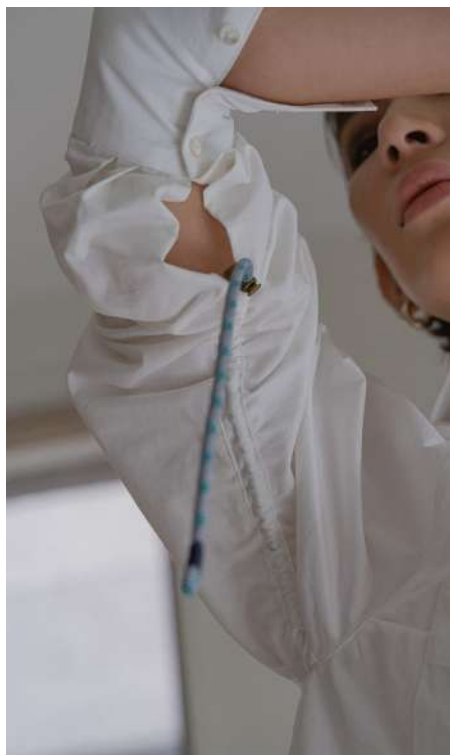
On Alisa  
WINDSOR Shirt | LUCCA Pants (Khaki)

On Samantha  
LA BICHE Reversible Top | LUCCA Pants (White)











WINDSOR Shirt | LUCCA Pants (White)



LA BICHE Reversible Top | BROSSARD Skirt (Khaki)











On Samantha  
LAVAL Jumpsuit (Gray)

On Alisa  
PINCOURT Full-zip Jacket (Ocean) | ALMA Shorts (White)









DORVAL Dress (Olive)









PINCOURT Full-zip Jacket (Desert)







FIRE EXIT  
PLEASE KEEP  
THE DOOR  
ALWAYS CLOSED





On Samantha  
WINDSOR Shirt | LUCCA Pants (Olive)

On Alisa  
LA BICHE Reversible Top | LUCCA Pants (Salmon)













  
yoya





On Samantha  
LA BICHE Reversible Top | LUCCA Pants (Olive)

On Alisa  
WINDSOR Shirt | ALMA Shorts (Salmon)



**c a t a l o g u e**



# L A V A L J U M P S U I T

PHP 10,995







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D R E S S

PHP 8,595





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A L M A  
S H O R T S

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BROSSARD  
SKIRT

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L U C C A  
P A N T S

PHP 6,995









L A B I C H E  
R E V E R S I B L E T O P

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