

VOL. XXI

FAMILIAR

DROP II

FORMS



yoya

Vol. 21: Familiar Forms — Drop 2

A Letter from the Creative Director

As we step into 2026, Familiar Forms continues, not as repetition, but as evolution.

This second drop builds on the brand codes that define YOYA; while carrying the layers we've gathered through exploration, refinement and instinct.

This season brings us closer to home. Fabrics woven by communities in Abra introduce a new dimension to our familiar shapes — pieces shaped by heritage, handwork, and time.

The campaign is anchored by Alisa, a muse who has been with us from the beginning. Growing alongside her through different seasons of life has been deeply poignant.

This collection feels both grounding and forward-moving — global in perspective, yet deeply personal in spirit.

My hope is that you carry this same energy into this year: holding on to what has served you well, while remaining open to new experiences, new growth, and new ways of seeing.

As always, we journey together.

With intention,

*Yoya Gueco
Creative Director, YOYA*



yo ya



LUCCA HL PANTS
Pinstripes | ₱11,095



DUNLOE HL TOP
Pinstripes | ₱12,500



DUNLOE HL TOP
Pinstripes | ₱12,500

LUCCA HL PANTS
Pinstripes | ₱11,095




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LUCCA HL PANTS
Pinstripes | ₱11,095

CALVIN CAPE
Matcha | ₱6,500

CARLIN TOP
Matcha | ₱5,500





CALVIN CAPE
Petal Pink, Matcha, & Midnight Blue | ₱6,500

CARLIN TOP
Petal Pink, Matcha, & Midnight Blue | ₱5,500





CARLIN TOP
Midnight Blue | ₱5,500



JACKSON PANTS
Oyster Gray | ₱8,000



JACKSON PANTS
White, Oyster Gray, & Black | ₱8,000



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RIDGE TOP
Coming Soon

JACKSON PANTS
White | ₱8,000



BEAUMONT CARDIGAN
Sangria | ₱8,995

JACKSON PANTS
Black | ₱8,000


yoya





KINGSLEY HL TOP
Pink Stripes | ₹9,500





YOYA
yoya



CHAPLIN HL TOP
Pink Stripes | ₱9,000


yoya





BELCOURT CULOTTES
Chai Brown, Oatmeal, Sangria, & Black | ₱12,000





CEYLON HL TOP
Chai Brown | ₱10,000



BROCK HL SKIRT
Chai Brown | ₱10,495






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KINGSLEY TOP
Navy Checkered | ₱7,500




yoya





SORRENTO TOP
Navy & Cream | ₱5,500



SORRENTO TOP
Cream | ₱ 5,500


yoya





JORDAN PANTS
Midnight Blue, Chai Brown, & Black | ₱8,000



JUDSON JACKET
Midnight Blue, Chai Brown, & Black | ₱10,500


yoYa







JUDSON JACKET
Midnight Blue | ₱10,500



JORDAN PANTS
Midnight Blue | ₱8,000


yoya





JUDSON JACKET
Chai Brown | ₱10,500



JORDAN PANTS
Chai Brown | ₱8,000




yoya





JUDSON JACKET
Black | ₱10,500

BASSETT SKIRT
Coming Soon




yoya

PHOTOGRAPHY

Space Creatives

MUA

Jazthine Manaloto

HAIRSTYLIST

Nikko Bruel

MODEL

Alisa Sazonova



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YOYA BOUTIQUE

GREENBELT 5
Level 2

SHANGRI-LA PLAZA
Level 4, East Wing

SM AURA BGC
Level 2



yoYa



STOCKISTS

RUSTAN'S DEPARTMENT STORE

Shangri-La Plaza
Alabang Town Center
Makati

RHETT EALA

Greenbelt 5



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