

## **Japanese pleasure brand and model Kiko Mizuhara bring fashion and pleasure together**

**The iroha mai RURI is the latest collaboration between iroha and international model Kiko Mizuhara which she hopes will inspire women to enjoy their bodies**



- The iroha mai RURI is the latest pleasure item from iroha's collaboration with model, actress, and designer Kiko Mizuhara which is themed around her love of nature and the sea
- The pleasure item targets the G-spot as well as provide deep, powerful, and intense vibrations that can be felt throughout the user's entire body

- Kiko hopes that her collection will help inspire women to enjoy their bodies and accept themselves as they are

**London, 2024** – The iroha mai RURI is the latest collaborative limited edition pleasure item between the Japanese pleasure brand iroha and the model, actress, and designer Kiko Mizuhara. Themed around Kiko’s love of nature and the sea, this exclusive collaboration aims to bring fashion and pleasure together with one of the most innovative and stylish vibrators.

Kiko Mizuhara says “The iroha mai RURI is inspired by the spirit of the sea and the whales that I truly love. It is my hope that more women can see self-pleasure in a positive light and that my collection with iroha will help inspire women to enjoy their bodies and fully accept themselves as they are, to realise their true happiness.”

Mizuhara continues, “I’ve been a long-time fan of iroha and their stylish designs are unlike anything I have seen before. I decided on this collaborative project because I wanted more people to be able to enjoy self-pleasure with ease and confidence. With this collection of pleasure items, you don’t feel like it’s something you have to hide deep in your drawer.”

### **About the iroha mai RURI**

The iroha mai RURI provides intense, rich and deep vibrations that can be felt throughout the entire body. Designed for internal and external stimulation, it uses HapticWave® which is the same technology that is used in smartphones, game controllers, and other vibrating devices to create a powerful, more three-dimensional vibration that also targets the G-spot. Ideal for solo and partnered play, the design of the ocean blue vibrator is inspired by the majestic beauty of whales which Kiko Mizuhara considers to be a symbol of happiness.



The vibrations created by the iroha mai RURI are converted from sound waves which gives the user a unique sensation that is not possible from traditional vibrating pleasure products. The vibrations that are produced are described as three-dimensional which means that the sensations experienced are deep and not just concentrated on the close proximity of the applied area but spread throughout the body.

Users can control the intensity and choose from 5 unique and enticing sound-based rhythmic patterns that have been adapted from the actual sounds that Kiko recorded while swimming with whales. From the sound of rippling waves or the mesmerizingly soothing sounds of underwater diving, users will experience an explosive intensity and unprecedented pleasure of deep resonating vibrations throughout the body. Separate buttons furthermore give its users freedom and control, so it is much easier to swap through the different sound wave patterns.

Rika Adachi, Global Marketing Manager at iroha, says: “ We are very excited that we have been able to combine Kiko’s passion for whales and the sea with the vibrations of the iroha mai RURI. The HapticWave® technology provides a unique sensation that is not possible to get from any other pleasure item and gives the user almost unlimited possibilities in solo or partnered play. Furthermore, this versatile vibrator shape is ideal for those individuals who want to target their G-spot as well as enjoy clitoral stimulation”.

**Product specifications:**

- Two Buttons for Easy Operation
- 10 sound-wave and vibration patterns
- 3 Vibration Strengths
- Anti-dust protective coating
- Waterproof and washable up to 50cm / 20”
- Running Time: Approx. 60 minutes (Full Power)
- Recharging Time: approx. 90min (at 5v 1000mA)
- Size (D × W × H mm): 33 × 174 × 33 / 1.2 × 6.8 × 1.2 inches
- Weight (g): 107
- Charging base also serves as a stand



- **Materials:**

Silicone, ABS, PC, Li-ion Polymer Battery

Charging Base & Cover: PC

USB Cable: PVC

The iroha mai is available at <https://usstore.iroha-tenga.com/> <https://eustore.tenga.co/>

**Prices start from \$182 / €190.00 / £180.00**

Images can be found on the link [here](#)

Product video [here](#)

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### **About iroha**

iroha is a brand of pleasure items, created to “Redefine Pleasure” by treating self-pleasure in the same way we treat self-care. We believe that pleasure should be accessible to anyone, and with our pleasure items embody the brand’s wish to be approachable, pleasurable and provide an intimate touch for our users, with items that are crafted with the user in mind. We have found novel methods of creating silicone so that it is silky smooth to the touch, repels dust and lint like magic, and provide selections that utilize a pioneering soft-touch silicone that has marshmallow-like plushiness for those who don’t like the hard exterior of other items.

### **About TENGA**

TENGA has long had the vision of "Creating happiness by enriching the sexual lives of people around the world." From 2007, TENGA has expanded its business globally, beginning with neighboring Asian countries and then expanding to the United States and Europe, offering more



than 200 products and satisfying the various needs of our customers.

The company sells its products in 73 countries around the world, together with iroha, a brand specializing in women's self-care and pleasure products, and TENGA Healthcare (THC), a brand with the aim of creating a society free of sexual concerns and issues. In 2023, TENGA achieved a significant milestone by surpassing 10 billion yen in worldwide sales in a single year.

In 2022, the company opened able! FACTORY, an employment support facility actively involved in aiding individuals with disabilities, so they may focus on the joy of making