

## **Kiko Mizuhara Announces Global Ambassadorship with Japanese Pleasure Brand *iroha***



- The model, actress and designer has announced her global ambassadorship for the Japanese pleasure brand
- The ambassadorship launched in Japan as part of *iroha*'s 10th anniversary in 2023, and is now set to go global in its second year.
- Kiko wants to help create a safe environment where women can confidently talk about pleasure and self-care

Kiko Mizuhara is the American-born, Japan-raised model, actress and designer who is no stranger to breaking boundaries. She is widely recognised as one of Asia's most powerful and influential fashion models and her star power has already seen her grace the covers of countless fashion magazines, and she has even crossed over into the movie industry. As an open advocate

of sexual health and wellness, she has teamed up with Japanese pleasure brand [iroha](#), to celebrate pleasure and sexuality globally.

Kiko understands that not everyone is comfortable discussing sex but is keen to use her platform and collaboration with iroha to help remove some of the stigma attached to self-pleasure and create a safe environment where women can confidently talk about the importance of pleasure and self-care.

***“It is very important to get to know yourself, to connect. Self-pleasure is a form of self-care that women shouldn’t be ashamed of” – Kiko Mizubara***

Kiko has always been open about sex with her friends but understands that there is still a tendency for people to think it is something to be ashamed of, which can impact the ability for a lot of women to fully express themselves. As a fan of iroha, Kiko is keen to communicate the shared message of the women-led brand, that sexuality should be something that everyone can enjoy. iroha was created to support women who still feel some taboo or hesitancy towards the topic of self-pleasure and sexuality and Kiko wants to further encourage women to love their body, while embracing their sexuality whatever that may look like.

**“I want people of all ages to try using iroha as part of their self-care routine. Let's talk openly about sex. Together with iroha, I want to raise the awareness and highlight the importance of sexuality and wellness” - Kiko Mizubara**

The ambassadorship launched in Japan on the 3rd of March 2023, to celebrate the 10th anniversary of the launch of iroha. The year of celebrations has already captured the attention of the Japanese press and iroha was the first pleasure brand to secure a full-page advertisement in a national newspaper in Japan. As well as a year-long social media advertising campaign which encouraged people to be free and enjoy their own pleasure their own way, Kiko has also collaborated on the development of a limited-edition range of female pleasure products.

Kiko’s ambassadorship is now set to global with the limited edition pleasure items becoming available in the USA, Europe and Asia from May/June 2024, with more events, products and campaigns to be launched throughout the year. She will also be extending her ambassadorship to iroha’s sister brand *iroha intimate care*, a personal hygiene and self-care brand that will also be launching in the USA in late 2024.

The limited edition pleasure items are themed around Kiko’s love of the ocean, a part of nature that is dear to the model:

- The iroha mai RURI is an ocean blue vibrator with HapticWave® Technology that incorporates the sound of whales into its vibration patterns.
- The iroha petit Coral is a pleasure item with a design theme of coral reefs, made of plant-based material “agar” that is compostable and body-safe.

Kiko Mizuhara says, “I have been a long-time fan of iroha and their incredibly cute and stylish designs are unlike anything I have seen before. With iroha, I’ve experienced a new sensation of ‘softness and ‘gentleness’ and the designs don’t feel like something you have to hide deep in your drawer.”

Kiko continues “I believe that by connecting your mind and body, you can live freely and comfortably in a variety of ways. I hope that my collaboration with iroha will help to inspire women to enjoy their own body and fully accept themselves as they are and realize their true happiness.”

Brand page: [https://iroha-tenga.com/en/kiko\\_mizuhara](https://iroha-tenga.com/en/kiko_mizuhara)

Brand video is [here](#):

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

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## **About Kiko**

Born on October 15, 1990, in Dallas, Texas, U.S.A., Kiko Mizuhara was raised in Kobe, Hyogo Prefecture, Japan. She began modelling in 2003 and made her film debut in 2010 in the movie "Norwegian Wood." In 2017, she launched her own brand called OK. In 2021, she was involved in planning, acting, and supervising her first program with Amazon Prime Video, "Kiko Kikaku." She is actively working as an actress, model, and designer.

OK (Office Kiko) website: <https://officekiko.com/>

Kiko Kikaku website: <https://kikokikaku.jp/>

Instagram: [@i\\_am\\_kiko](https://www.instagram.com/i_am_kiko)

## **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 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.