

September 17<sup>th</sup>, 2019

## Morinaga Milk Collaborates with ANREALAGE at Paris Fashion Week Spring/Summer 2020

TOKYO(SEP, 2019)--- Today, [Morinaga Milk Industry Co., Ltd](http://www.morinagamilk.co.jp) announced to participate in the Paris Fashion Week Spring/Summer Collection 2020 in collaboration with the fashion brand, [ANREALAGE](http://www.anrealage.com). The brand ANREALAGE was founded by the globally recognized designer – Kunihiro Morinaga – who has earned a top reputation around the world for his creations. The show will be held on September 24<sup>th</sup> at 17:00 in local time in Paris and Morinaga Milk will support the beauty and wellness of the top models from the inside out with their renowned human-residential bifidobacteria (HRB) probiotics dietary supplements. This collaboration is the first time in history that functional foods and fashion have come together.



**ANREALAGE**



### ▼ Why collaborates?

Morinaga Milk is one of the best functional ingredient company in Japan. The philosophy of Morinaga Milk is “to contribute to healthy and enjoyable lifestyles through offering unique products derived from advanced milk technology.” Morinaga Milk pursues healthcare technology to develop products that can promote beauty and wellness from within. The philosophy of Morinaga Milk is a good fit with the perspective of ANREALAGE – incorporate technology and innovative techniques to pursue new value of fashion. Therefore, with empathy, the two big brands decided to collaborate and combine **Healthcare, Fashion and Technology** together. The collaboration between the world-renowned bifidobacteria and globally recognized fashion designer Kunihiro Morinaga will bring new values which you never seen before to the world.

### ▼ Morinaga Milk offers world-renowned supplements with Bifidobacteria BB536

*Bifidobacterium longum* BB536 celebrates its 50 years of anniversary in 2019. With a long history of safe use and extensive research, Morinaga Milk supports Paris Collection with supplements containing the clinical effective Bifidobacteria BB536.

At the show, Morinaga Milk will offer their proprietary nutritional supplement called ‘Morinaga Bifidus BB536’, which helps to maintain the condition of intestinal environment and support healthy living to the top models and celebrities. In addition, another product named ‘Triple Bifidus’, which includes their lineup of Human-origin Bifidobacteria BB536, M-16V and M-63 will also be provided. With these products, Morinaga Milk supports the top models and celebrities to embrace beauty and wellness from the inside out.



<Triple bifidus>



<Morinaga Bifidus BB536>

**▼ Spring/Summer Paris Collection 2020**

<ANREALAGE COLLECTION PARIS >

【Local time】 September 24th, 2019 17:00

【Japanese time】 September 25th, 2019 0:00



From DETAIL collection 2019

**▼ ANREALAGE | Designer Kunihiko Morinaga**



Born in Tokyo in 1980 and having graduated from Waseda University and Vantan Design Academy, Mr. Kunihiko Morinaga founded ANREALAGE in 2003.

ANREALAGE, its name a combination of "A REAL, UNREAL and AGE." His designs originate in discoveries of easily-overlooked, subtle twists in the fabric of our everyday life that create touches of unreality. Working with the mantra, "God is in the details," his designs are known for their brightly-colored, finely-detailed patchwork, garments with creative shapes un beholden to the human body, and garments that actively incorporate technology and innovative techniques.

Anrealage won the Design Vision Award ForAvant Garde at Gen Art in New York in 2005, and made its first appearance in the Tokyo Collection the same year (2006 S/S). In 2011, Morinaga was awarded the 29th Mainichi Fashion Grand Prix for best new designer and the Shiseido Incentive Award. In 2014, he made his Paris debut with his 2015 S/S collection. He was selected as an ANDAM Fashion Awards finalist in 2015. In 2019, he was selected for the finalist of LVMH PRIZE.

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