

BBFL × WaRLock Collaboration Launches: Japanese-American Hybrid Fashion to the World

From Brooklyn to the globe—BBFL × WaRLock's transnational vision comes to life through runway shows and exhibitions in New York.

BROOKLYN, NY, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- The highly anticipated collaboration between Brooklyn-based cultural hub [BBFL](#) (Brooklyn Beauty/Fashion Labo) and Japanese fashion brand [WaRLock](#) officially launched in April 2025, marking a new chapter in cross-cultural creative development between Japan and the United States.



On April 13, BBFL × WaRLock unveiled their latest collection during the runway show presented by BK Style Foundation as part of the Brooklyn × Japan Festival, an event hosted by BBFL, attracting widespread attention from both the public and media.

Following the successful collaboration launch, Takeshi Oda, CEO of Odasho Co., Ltd., the parent company of WaRLock, shared his enthusiasm:

"After the successful launch of this collaboration, we're already preparing to present a new joint collection this fall—along with a deeper introduction of Japanese entertainment culture to the world."

Following the runway show, an immersive kimono exhibition opened at Globus Washitsu in Manhattan and ran through April 29. The exhibition showcased not only BBFL × WaRLock's innovative designs but also introduced works by WAFRICA, a brand that masterfully blends traditional Japanese kimono aesthetics with African textiles. The show received enthusiastic acclaim from visitors, offering them a unique opportunity to explore hybrid identities and cross-cultural narratives in fashion.

The exhibition was made possible thanks to the generous support of Stephan Globus, who provided the space at Globus Washitsu to host this one-of-a-kind cultural experience. The event was curated by Spree Kingyo and Maria Stewart, both of whom offered deep insights into the fusion of traditions and modernity throughout the collection.

The Contemporary Japanese Folk Collective (CJFC) also joined the festival to showcase their creative interpretations, adding a unique dimension to the event and highlighting the fusion of traditional and contemporary fashion elements.

About BBFL:

Based in Park Slope, Brooklyn (300 7th Street, Brooklyn, NY 11215), non-profit organization J-COLLABO opened the acclaimed “Brooklyn Beauty/Fashion Labo” in June 2024. This initiative is developed and operated in collaboration with multiple Japanese and American companies under the newly established joint venture BBFL Sustainable LLC. As a vibrant hub for cultural exchange and creative research, Brooklyn Beauty/Fashion Labo has quickly become a focal point for cross-cultural innovation and artistic collaboration between the two nations.

For more information, visit:

<https://brooklyn-bbfl.com>

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