

# Keis To Joi Heads Into Fashion Week With Dual Hamptons and Montclair Showcases Before Its First Anniversary

*Less than one year after launch, Keis to Joi enters Fashion Week with growing cultural visibility, French craftsmanship and an expanding retail presence.*

NEW YORK, NY, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Before celebrating even its first anniversary, emerging luxury handbag brand [Keis To Joi](#) (pronounced "Keys to Joy") is stepping into Fashion Week with a presence in two distinct fashion markets on the same weekend, the Hamptons and Montclair, New Jersey.

Founded and creatively directed by Joy Frazier, Keis To Joi will be featured at The Tents 2026, presented by FATA Fund, Inc., in the Hamptons, September 18–19, while the collection will also be presented September 19 at Bergen American Furs & Fashion in Montclair, New Jersey, Keis To Joi's flagship retail boutique and a destination where clients can experience and purchase select pieces from the collection in person.

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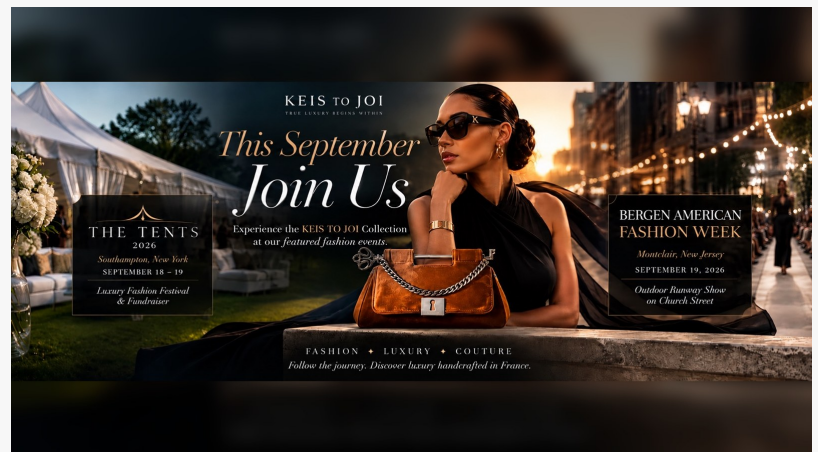
We're still at the beginning, My hope is that someone discovers Keis To Joi, sees a beautiful handbag first, and then discovers there is an entire story behind what they're carrying”

*Joy Frazier, Founder & Creative Director, Keis To Joi*

For a luxury brand launched only in November 2025, the dual showcases mark another step in a first year that has taken Keis To Joi from introduction to growing visibility across fashion, entertainment, retail and community.

“Keis To Joi was never created simply to make another beautiful handbag,” said Frazier. “I wanted to create something that connected what we carry on the outside with what we carry within , our wisdom, our courage and

our heart. To see that idea reaching different women and different communities before we have



Keis To Joi will be featured at The Tents 2026, presented by FATA Fund, Inc., in the Hamptons and at Bergen American Furs & Fashion in Montclair , New Jersey, during the September 18-19 fashion weekend.

even reached our first anniversary is incredibly meaningful.”

### A New Luxury Name Gaining Attention

Keis To Joi’s growing cultural visibility is crossing generations.

Award-winning actress, producer and entrepreneur Novi Brown, best known for her role as Sabrina Hollins on Tyler Perry’s hit BET series Sistas and founder of the newly launched BÜHNE NOIR, has been seen carrying pieces from the Keis To Joi collection.

Tony Award-winning actress and singer Melba Moore has been photographed holding the Keis To Joi Legacy Clutch, while legendary entertainer Dionne Warwick was photographed with Founder and Creative Director Joy Frazier as she was presented with the Legacy Clutch.

The brand’s first year has also included philanthropic engagement. Keis To Joi participated in Women United’s 15th Annual Power of the Purse and Silent Auction , presented by Hartford HealthCare, donating a Legacy Clutch in support of the initiative and extending the brand’s philosophy beyond fashion into community and purpose.

Wisdom. Courage. Heart.

At the center of Keis To Joi is the debut [Keis Within Collection](#), built around three defining principles, Wisdom, Courage and Heart, expressed through three signature silhouettes: the Muse Tote, Freedom Saddle and Legacy Clutch.



The Keis Within Collection by Keis To Joi, where Wisdom, Courage and Heart are expressed through the brand's signature luxury handbag silhouettes. Photo Credit: DAJS Visuals /Danangelowe Spencer



Joy Frazier, Founder and Creative Director of Keis To Joi, with the Freedom saddle from the Keis Within Collection, a silhouette representing Courage. Photo Credit: DAJS Visuals / Danangelowe Spencer

Under Founder and Creative Director Joy Frazier's creative direction, the Keis Within Collection was designed by handbag designer Alejandro Guillen and handcrafted in France by renowned luxury leather atelier Jean Rousseau.

Fine leathers, distinctive hardware and intentional storytelling come together around Keis To Joi's defining philosophy: True Luxury Begins Within.

The brand is also developing its made-to-order offering, creating opportunities for greater personalization and individual expression through select materials, colors and design options.

## From Discovery to Experience

Bergen American Furs & Fashion serves as Keis To Joi's flagship retail boutique in Montclair, giving clients an opportunity to experience and purchase select pieces from the collection in person through a more intimate, concierge-style luxury experience.

That relationship with clients continues through the [Keis Club](#), the brand's growing community providing closer access to Keis To Joi through special opportunities, brand experiences and early access.

"We're still at the beginning," said Frazier. "My hope is that someone discovers Keis To Joi through one of these moments, sees a beautiful handbag first, and then discovers there is an entire story behind what they're carrying."

## About Keis To Joi

Founded by Joy Frazier and launched in November 2025, Keis To Joi (pronounced "keys to Joy") is an emerging luxury accessories brand bringing together craftsmanship, storytelling and individual expression.

Its debut Keis Within Collection explores Wisdom, Courage and Heart through the Muse Tote, Freedom Saddle and Legacy Clutch.

Handcrafted in France, Keis To Joi is rooted in the belief that: True Luxury Begins Within.

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