

ÉDIT(h)



ABOUT / INTRODUCTION



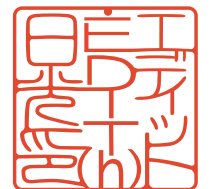
ÉDIT(h)

ÉDIT(h) is a fragrance house founded on the philosophy that both scent and the act of stamping are cultural expressions of identity. Rooted in the legacy of Nikko Jirushi, established in Tokyo in 1905, the brand draws from a long-standing tradition in which vermilion inkpads were subtly scented through a proprietary formula.

This unique olfactory signature—deeply connected to the shared notion of “imprinting identity” found in both seal culture and perfumery—is carried into every ÉDIT(h) creation.

First unveiled globally at Maison & Objet Paris in January 2018, ÉDIT(h) has since expanded its presence to Japan and 16 countries worldwide. The brand continues to engage actively on the international stage, participating in leading niche fragrance exhibitions such as Esxence Milan, and is set to make its debut at Paris Perfume Week and NICHE SHOW LONDON in 2026.

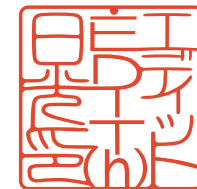
In its home country of Japan, ÉDIT(h) operates flagship stores in Tokyo and Fukuoka.



FOUNDER / CREATIVE DIRECTOR

Kentaro Kuzuwa began his career at a major record label, working as a promoter and A&R director, where he oversaw artists across a wide range of genres including club music, hip-hop, and pop. After traveling to more than 50 countries, he returned to Japan and became the sixth-generation head of Nikko Jirushi (Moriyama Inc.), a vermilion inkpads brand founded in 1905.

Drawing on both the heritage of Nikko Jirushi and the cultural and technical legacy of the seal industry, Kuzuwa reinterprets these traditions through the lens of his experience in contemporary culture. This vision led to the creation of ÉDIT(h), a project dedicated to developing contemporary works and activities rooted in this unique fusion.



OFFICIAL WEBSITE / SOCIAL MEDIA / CONTACT

HOMEPAGE
edithtokyo.com



INSTAGRAM
[edithfrances](https://www.instagram.com/edithfrances)



FACEBOOK
[@edithfrances](https://www.facebook.com/edithfrances)



Moriyama INC. (Nikko Jirushi)
Nikko bldg. 3-1 Kandasurugadai Chiyoda-ku Tokyo Japan
inquiryq@moriyama-inc.com



Feature 1

All ÉDIT(h) fragrances incorporate the signature scent traditionally infused into vermilion inkpads produced by Nikko Jirushi, a Japanese brand with a heritage dating back to 1905.



Feature 2

Both the glass bottle and cap are original, proprietary designs created exclusively for ÉDIT(h).

Each cap is individually polished by skilled artisans, ensuring that no two pieces are ever exactly alike.

In Japan, a personal seal (hanko) serves as proof of identity, while in Western culture, fragrance is a powerful expression of the self.

The philosophy that “no two seals should ever be identical” is intentionally embedded in ÉDIT(h)’s creation process.



Feature 3

From container design to packaging, every aspect of ÉDIT(h) is shaped by its roots in seal culture—its forms, materials, and scent.

These are creations that could only be realized by ÉDIT(h), and by no one else.

PRODUCT PORTFOLIO

First Collection & Club Lonely

The first ÉDIT(h) collection was created collaboratively by:

- The sixth-generation head of Moriyama Inc. (Creative Director of ÉDIT(h), formerly a music director at a major record label)
- A Japanese perfumer based in Tokyo
- Graphic designers based in Tokyo
- Skilled manufacturing artisans who have long worked with Nikko Jirushi

The collection deeply reflects Nikko Jirushi's history and expertise, as well as the personal roots of its sixth-generation leader.

In Japan, a seal symbolizes self-verification—one's personal identity.

In Western culture, fragrance plays a similarly vital role in expressing individuality.

In this sense, Moriyama's encounter with fragrance can be seen as a natural convergence rooted in these shared values of identity.



Jardin Tokyo

EAN : 4902949600005

Category : eau de parfum
50mL



Rose Mojito

EAN : 4902949600012

Category : eau de parfum
50mL



Earl Grey

EAN : 4902949600029

Category : eau de parfum
50mL



Reminisce

EAN : 4902949600036

Category : eau de parfum
50mL



Yuzuki

EAN : 4902949600043

Category : eau de parfum
50mL



Club Lonely

EAN : 4902949656118

4902949650116
Category : Extrait de Parfum
15mL,50mL

Second Collection: La collection Remixes

The second collection was released nationwide in Japan on December 1, 2021, and is currently the collection available in Europe.

Named La Collection Remixes, this collection employs ÉDIT(h)'s unique “musical perfumery” approach.

Based on the precise formulas and data of the five fragrances from the first collection, perfumers were invited to reinterpret them as entirely new creations—much like musicians remix an original track by altering instruments, rhythms, or harmonies while honoring its essence.

All fragrances in the second collection also incorporate Asian-origin aromatic materials traditionally used in Nikko Jirushi's vermilion inkpads.

Using this information, the perfumers remixed the fragrances into entirely new olfactory works.

Unlike conventional “flankers”—derivative versions of an original fragrance—La Collection Remixes presents new creations grounded in precise original data and transformed through a remix methodology.



Jardin des mots

EAN : 4902949600050

Category : eau de parfum
50mL



Cocktail Lane

EAN : 4902949600067

Category : eau de parfum
50mL



Souchong journey

EAN : 4902949600074

Category : eau de parfum
50mL



Kagamigoshi

EAN : 4902949600081

Category : eau de parfum
50mL



Green Velvet

EAN : 4902949600098

Category : eau de parfum
50mL

Third Collection

Two new fragrances mark ÉDIT(h)'s first release in two years since “Cocktail Lane,” the final creation of the second collection unveiled in autumn 2023. First launched in Japan, these works were initially presented as prototypes at Esxence in Milan 2025, the international fragrance exhibition, and have now reached their final form.

Positioned as the third chapter following the debut and second collections, these two creations also introduce new package graphics. A long-unrealized peacock illustration—originally hand-drawn entirely in colored pencil during the development of the first collection's packaging—has finally been brought to life as part of this release.

Branching from a single creative idea, the third collection arrives as two distinct works. While sharing a common origin, one resonates with familiar scent memories rooted in Japanese sensibility, while the other captures a cyberpunk-like everyday atmosphere found in contemporary urban Japan—resulting in two creations bearing different imprints of identity.



Shiso Reverie

EAN : 4902949600272

Category : eau de parfum

50mL



Metallic Kiss

EAN : 4902949600289

Category : eau de parfum

50mL

POS materials

- mini-ampule
- tester display wooden board with mouillette stand
- mouillette / blotter
- stamp for stamping perfume name with Japanese "SHUNIKU" inkpad set
- 1 additional stamp
- shopper / paper bag
- brochure / leaflet



mini-ampule



tester display wooden board
with mouillette stand



mouillette



stamp for stamping
perfume name
with Japanese
"SHUNIKU" inkpad set



1 additional stamp



shopper / paper bag

Fragrances

First Collection



Jardin Tokyo

A green opening with floral notes and a subtle dusty nuance. Fresh petitgrain, lime, and herbal musk create a deep, layered scent reminiscent of a hidden Tokyo garden enveloped in greenery.

EAN : 4902949600005

Category : eau de parfum

50mL

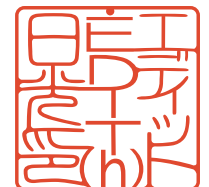
Year : 2018

Notes:

TOP: Petitgrain, Bergamot, Lime

MIDDLE: Lily of the Valley, Rose, Galbanum, Fresh Green

LAST: Herbal Musk, others



Fragrances

First Collection



Rose Mojito

A mojito-like opening with rum and mint, followed by floral notes.

A genderless rose fragrance that adds seductive charm-perfect as a subtle yet striking accent for an elegant evening

EAN : 4902949600012

Category : eau de parfum

50mL

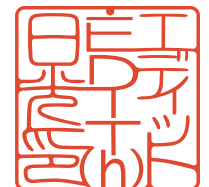
Year : 2018

Notes:

TOP: Lime, Peppermint, Rum, Squash

MIDDLE: Magnolia, Rose, Lily

LAST: Amber, Cedarwood, others



Fragrances

First Collection



Earl Grey

A fragrance that starts with a burst of citrus and then gradually takes on the aroma of tea. Combining lightness and sexiness, it is fragrance that is both genderless and fashionable. It is an homage to Tokyo's street culture.

EAN : 4902949600029

Category : eau de parfum

50mL

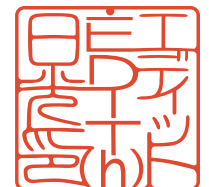
Year : 2018

Notes:

TOP: Bergamot, Orange, Lemon

MIDDLE: Assam tea

LAST: Oak Moss, Cedarwood, Musk



Fragrances

First Collection



Reminisce

Rich in balsamic notes—sometimes described as “the scent of a grandmother’s home.”

A complex blend of woody, balsamic, and leather notes that evokes deeply personal memories.

EAN : 4902949600036

Category : eau de parfum

50mL

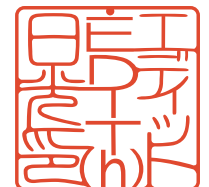
Year : 2018

Notes:

TOP: Lemon, Bergamot, Frankincense, Elemi

MIDDLE: Clove, Cypress

LAST: Benzoin, Sandalwood, Leather, others



Fragrances

First Collection



Yuzuki

A playful name combining yuzu and wood.

The vivid power of natural yuzu blends with woody and floral notes, transitioning sensually from freshness to depth

EAN : 4902949600043

Category : eau de parfum

50mL

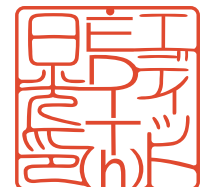
Year : 2018

Notes:

TOP: Yuzu, Galbanum

MIDDLE: Geranium, Lavender, Lily of the Valley

LAST: Sandalwood, Cedarwood, Patchouli, others



Fragrances



Club Lonely

In moments of discipline and deep contemplation, a creation suddenly emerges—unnoticed by the world, wandering quietly at hand.

An invitation arrives to you, the one who holds an invention yet to see the light of day.

EAN : 4902949656118 , 4902949650116

Category : Extrait de Parfum

15mL,50mL

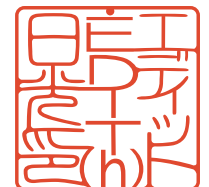
Year : 2022

Notes:

TOP: Passion Fruit, Maple, Amaretto, Cassis, Ink

MIDDLE: Jasmine, Muguet, Patchouli

LAST: Sandalwood, Cedarwood, Leather



Fragrances

Second Collection



Jardin des mots

A garden quietly nestled beside urban noise—where grass, flowers, moss, and trees whisper together.

Created by perfumer Alexandra Carlin, this fragrance reinterprets Jardin Tokyo using ÉDIT(h)'s musical remix method, transforming its crisp greenery into a more floral, expressive garden in motion.

EAN : 4902949600050

Category : eau de parfum

50mL

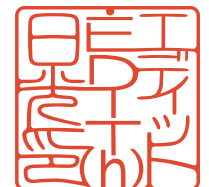
Year : 2021

Notes:

TOP: Petitgrain, Galbanum, Mandarin, Ginger, Bergamot

MIDDLE: Rose, Muguet, Green notes

LAST: Crystal moss, White musk, White cedarwood



Fragrances

Second Collection



Cocktail Lane

Sparkling cocktail accords with subtle bitters.

A fleeting memory stirred by a single drink in a metropolitan bar.

Reimagined by Alexandra Carlin from Rose Mojito, balancing innocence and maturity through cucumber freshness and bittersweet depth

EAN : 4902949600067

Category : eau de parfum

50mL

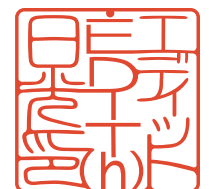
Year : 2024

Notes:

TOP: Ginger Madagascar, Cucumber, Grapefruit

MIDDLE: Liquor, Basil, Watery floral bouquet

LAST: Sandalwood, Cedar, Musk



Fragrances

Second Collection



Souchong Journey

A modern expression of Lapsang Souchong, tracing the journey of tea culture across continents.

Created by Suzy Le Helley, this fragrance remixes Earl Grey, returning its essence to its Asian roots through a contemporary lens.

EAN : 4902949600074

Category : eau de parfum

50mL

Year : 2021

Notes:

TOP: Bergamot, Mandarin, Orange

MIDDLE: Assam tea accord, Muguet, Black pepper

LAST: Frankincense, Smoky cedar



Fragrances

Second Collection



Kagamigoshi

A sweet, herbal-spicy scent evoking blurred déjà vu—like a parallel world reflected in a mirror.

Created by Leslie Gautier as a reflection of Reminiscence, with each note mirroring the original's components.

EAN : 4902949600081

Category : eau de parfum

50mL

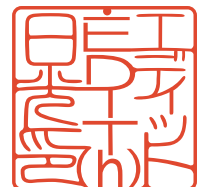
Year : 2021

Notes:

TOP: Frankincense, Mandarin, Juniper berry

MIDDLE: Tonka bean, Iris, Clary sage

LAST: Vetiver, White cedar, Vanilla



Fragrances

Second Collection



Green Velvet

A bitter-sweet world wrapped in deep green velvet.

An elegant, seductive fragrance that draws the wearer into a richer, more enchanting everyday life.

Created by Leslie Gautier, this fragrance remixes Yuzuki, replacing yuzu bitterness with Madagascan ginger to achieve refined depth and rhythm

EAN : 4902949600098

Category : eau de parfum

50mL

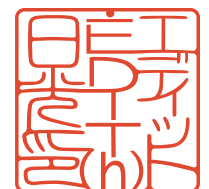
Year : 2021

Notes:

TOP: Galbanum, Ginger, Green pepper

MIDDLE: Rose turkey, Jasmine sambac, Iris

LAST: White musk, Cedar, Patchouli



Fragrances

Third Collection



Shiso Reverie

Draped in the velvety touch of natural shiso within a waking dream. A herbal-woody reverie unfolds as shiso, yuzu, fig, and fir balsam intertwine in a state of gentle slumber.

The familiar green aroma of shiso leaves—deeply rooted in Japanese memory—elegantly envelops the wearer like a flowing veil.

EAN : 4902949600272

Category : eau de parfum

50mL

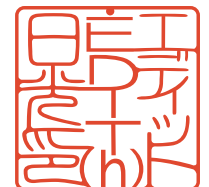
Year : 2025

Notes:

TOP: Bergamot, Petitgrain, Yuzu, Rosemary, Shiso

MIDDLE: Muguet, Freesia, Geranium, Fig, Saffron, Patchouli,
Cedarwood

LAST: Musk, Amber, Oakmoss, Sandalwood, Vetiver,
Tobacco



Fragrances

Third Collection



Metallic Kiss

ÉDIT(h)'s creation to feature aldehydes.

Sharp rouge and fashion evoke iron-cold lips—masking a hidden, unspoken passion.

A glimpse of romance emerging from the cyberpunk-like everyday of contemporary urban Japan.

EAN : 4902949600289

Category : eau de parfum

50mL

Year : 2025

Notes:

TOP: Lemon, Rosemary, Eucalyptus, Red Thyme, Ozone, Aldehydes

MIDDLE: Clary Sage, Freesia, Magnolia, Patchouli, Saffron, Clove, Pink Pepper

LAST: Musk, Amber, Oakmoss, Sandalwood, Cedarwood, Vetiver, Tobacco

