



Collection Fall / Winter 2024

Simplicity is the ultimate sophistication.



We love classics

We love the classics. Instead of rethinking our collection each year, we believe in a more minimalistic approach. Our goal is supporting the slow fashion movement by creating long lasting, evergreen classics of paramount quality with a great attention to detail. We work to achieve the best fits for our products to accomodate all head sizes.

Less is more - We reflect this minimalism in the branding of our products.

Made in Europe

Facing the challenges of today's globalized world, Yasu has made the deliberate decision to keep all production in European Union countries. This strengthens regional economies and rewards reliable suppliers and ethical production policies. Thus, by conforming to all EU legislation regarding fair working conditions, Yasu reinforces its holistic approach and encourages the responsible manufacturing of wool accessories of the highest possible quality.

Finest Italian Wool

A happy animal yields the best wool. This is why we settle for nothing but the finest Italian wool available. Not all yarns have all the certificate below.

Some may apply only to specific yarns.



Merino Wool

Merino wool helps normalizing body temperature by supplying warmth without being too hot and by wicking away moisture. Like other natural fibers, Merino is water absorbent, however even when wet it holds onto heat, therefore you won't get cold after getting soaked from rain or sweat.

Merino contains Lanolin, which has antibacterial properties. With its naturally insulating, moisture wicking and antibacterial assets Merino wool is an exceptional choice for performance fabric.

Alpaca / Merino Wool

Alpaca has many similarities to sheep's wool, but is significantly warmer.

Alpaca is also silkier and contains no lanolin which makes it a hypoallergenic fiber. It is prized for creating ultra soft and luxurious yarns.

By combining Alpaca and Merino together we are combining the best properties of both fibers, creating a wonderfully soft yarn.

Lambswool

Lambswool fibers are shorter than other wool, which makes the fibers softer. This creates a yarn that is plush and more silky in-hand, making it a great material for beanies.

Dralon acrylic

Dralon as a dry-spun acrylic fiber is unrivaled in the market. Dralon GmbH with its German locations Dormagen and Lingen is an internationally renowned producer of acrylic fiber. Consistently high quality and reliable service and delivery have enabled dralon to remain a leader among acrylic fiber producers even under ever-increasing competition.

Quick Overview

- Designed in Germany
 - Made in Europe
 - Finest Italian Wool
 - Minimalistic branding
- Stable core selection (slow fashion)
- All materials sourced in Europe:
Lambswool, Alpaca wool, Merino wool, Dralon acrylic

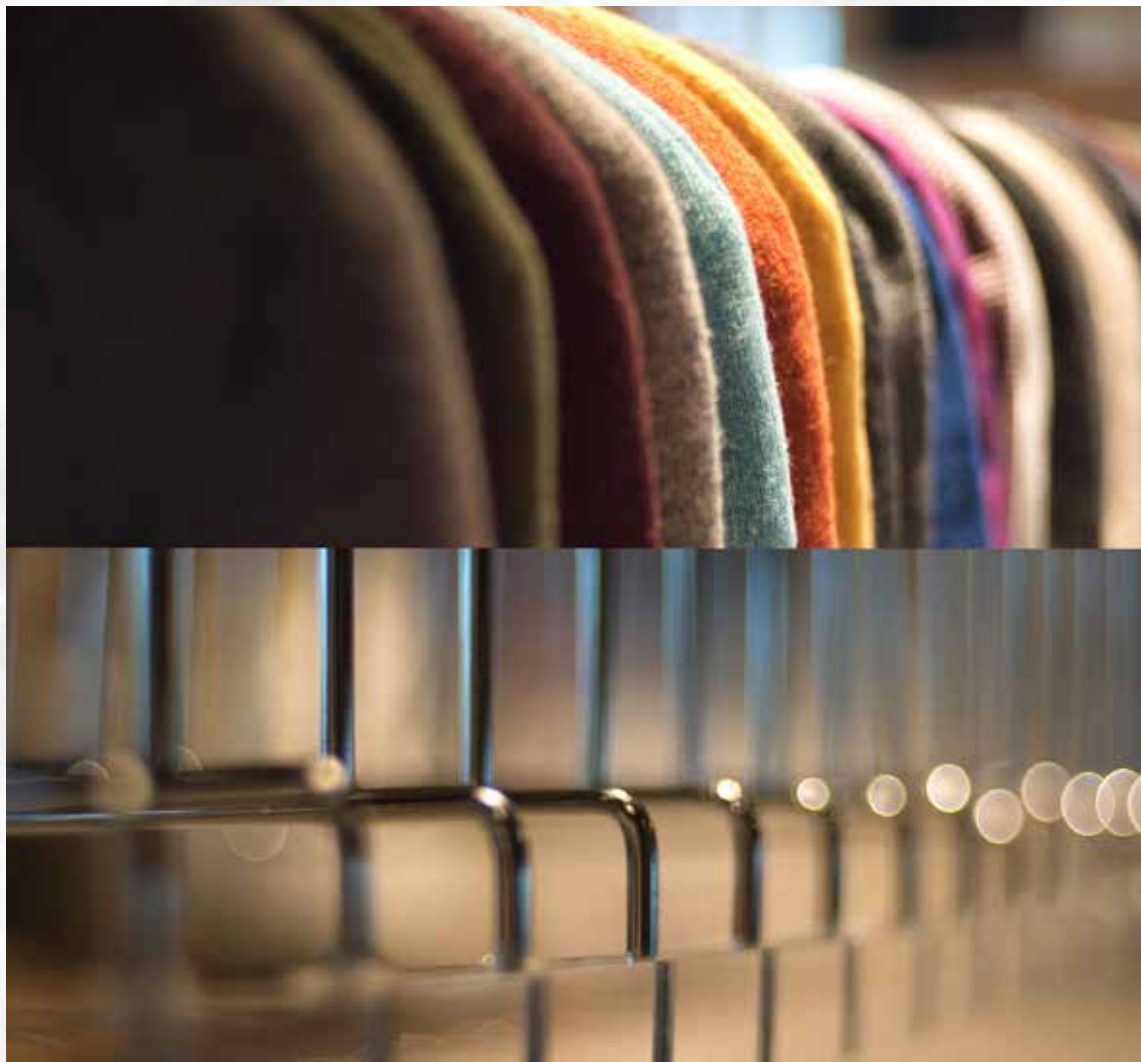
Modular POS

We offer an easy to set up, flipbook style modular POS for use at sales locations.

Our modular and versatile wood and acrylic POS Systems come in different sizes and shapes. They can be adapted to fit any store environment. From small to large, countertop or wall display, anything is possible.

Need a custom solution? Give us a call!

Square 62,5 cm (18 slots) | Semi circle countertop (9 slots)



Inji

Lightweight virgin lambswool beanie with fully fashioned crown and rolled up edge.



Product Y142001 / Inji
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / Regular Fit

Price 12,00€ / 30,00€



Y142001-5200
Jade



Y142001-5500
Green



Y142001-7300
Sky Blue



Y142001-7800
Navy



Y142001-8500
Grey



Y142001-9900
Black

An

Double layer virgin lambswool beanie with six cut crown. Can be worn slouchy or cuffed.



Product Y142002 / An
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / Regular Fit

Price 14,00€ / 35,00€



Y142002-7200
Ice Blue



Y142002-3200
Peach



Y142002-3600
Lilac



Y142002-6300
Sand



Y142002-3300
Candy



Y142002-3500
Magenta



Y142002-5200
Jade



Y142002-5500
Green



Y142002-7800
Navy



Y142002-1700
Beige



Y142002-8500
Grey



Y142002-9900
Black



Shio

Double layer cuffed and ribbed virgin lambswool beanie with four cut crown and multiple wearing options.



Product Y142003 / Shio
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / Regular Fit

Price 14,00€ / 35,00€



Y142003-2500
Deep Yellow



Y142003-3600
Lilac



Y142003-3300
Candy



Y142003-3500
Magenta



Y142003-7200
Ice Blue



Y142003-7300
Sky Blue



Y142003-3534
Magenta / Pink



Y142003-7800
Navy



Y142003-5600
Petrol



Y142003-5500
Green



Y142003-6300
Sand

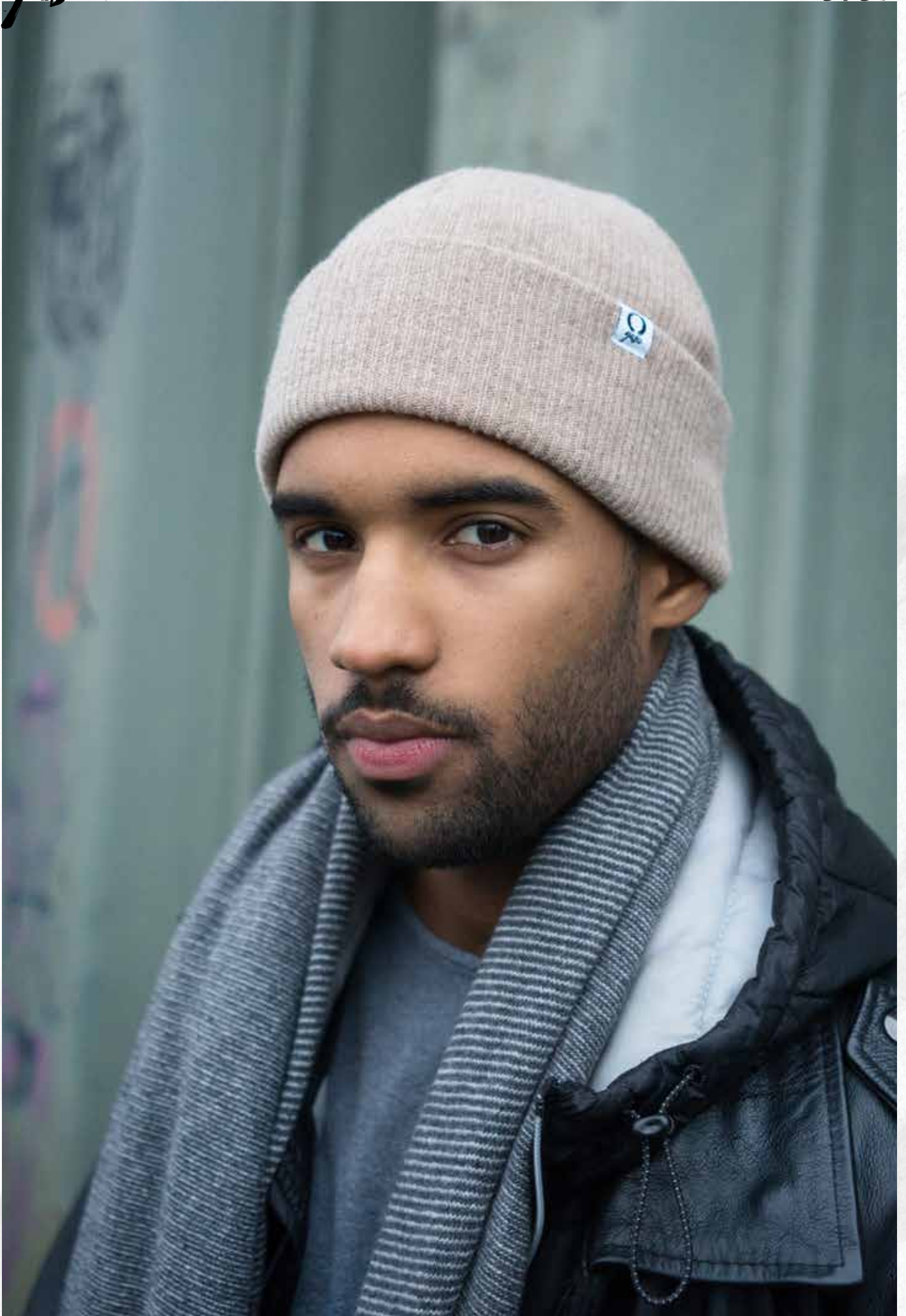


Y142003-8500
Grey



Y142003-9900
Black





Ono

Rough knit alpaca blend beanie with fully fashioned crown and multiple wearing options.



Product Y142006 / Ono
Material 25% Virgin wool (Alpaca)
45% Virgin wool
30% Acrylic
Size One Size / Regular Fit
Price 18,00€ / 45,00€



Y142006-6500
Brown



Y142006-4200
Salmon



Y142006-4400
Berry



Y142006-1700
Beige



Y142006-3700
Light Purple



Y142006-7300
Sky Blue



Y142006-8100
Light Grey



Y142006-8900
Dark Grey



Y142006-9900
Black



Sora

Single layer cuffed and ribbed merino blend beanie with fully fashioned crown and multiple wearing options.



Product Y142007 / Sora
Material 50% Virgin wool (Merino)
50% Dralon acrylic

Size One Size / Regular Fit

Price 16,00€ / 40,00€



Y142007-7100
Light Blue



Y142007-7400
Turquoise



Y142007-3300
Candy



Y142007-3700
Light Purple



Y142007-4500
Red



Y142007-7600
Blue



Y142007-8500
Grey



Y142007-9900
Black



Aki

Single layer cuffed and ribbed virgin lambswool beanie with fully fashioned crown and multiple wearing options.



Product Y142008 / Aki
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / Regular Fit

Price 18,00€ / 45,00€



Y142008-2500
Deep Yellow



Y142008-3200
Peach



Y142008-3400
Magenta



Y142008-1700
Beige



Y142008-7300
Sky Blue



Y142008-7800
Navy



Y142008-5200
Jade



Y142008-8500
Grey



Y142008-9900
Black



Haru

Single layer cuffed and ribbed virgin lambswool beanie with fully fashioned crown and multiple wearing options.



Product Y142009 / Haru
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / Regular Fit

Price 20,00€ / 50,00€





Y142009-8100
Light Grey



Y142009-5600
Petrol



Y142009-7300
Sky Blue



Y142009-1700
Beige



Y142009-2500
Deep Yellow



Y142009-3200
Peach



Y142009-3300
Candy



Y142009-3500
Magenta



Y142009-5200
Jade



Y142009-5500
Green



Y142009-9900
Black

Kumo

Ultra soft rough knit alpaca blend beanie with fully fashioned crown.



Product Y142010 / Kumo
Material 68% Virgin Wool (Alpaca)
22% Nylon
10% Virgin Wool (Merino)

Size One Size / Regular Fit

Price 24,00€ / 60,00€



Y142010-1100
Off White



Y142010-1700
Beige



Y142010-8100
Light Grey



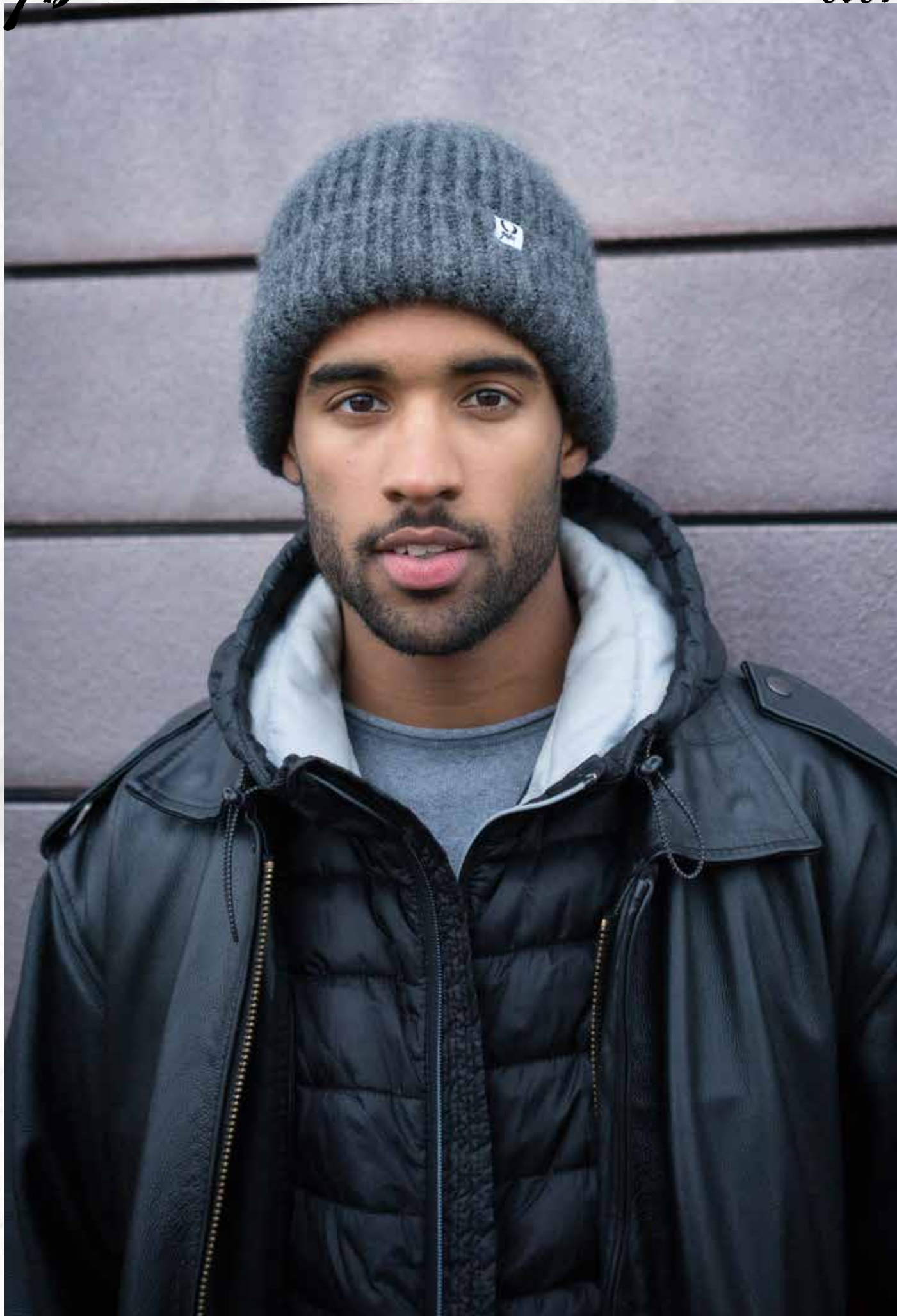
Y142010-8500
Grey



Y142010-8900
Dark Grey



Y142010-9900
Black





Akeru

Ultra soft rough knit alpaca blend headband with merino wool liner.



Product	Y146001 / Akeru
Material	25% Virgin Wool (Alpaca) 45% Virgin Wool (Merino) 30% Acrylic
Liner	100% Virgin Wool (Merino)
Size	One Size / Regular Fit
Price	14,00€ / 35,00€



Y146001-8100
Light Grey



Y146001-7300
Sky Blue



Y146001-4400
Berry

Koi

Oversized virgin lambswool triangle scarf.



Product Y148001 / Koi
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / 265x110 cm

Price 28,00€ / 70,00€



Y148001-7300
Sky Blue



Y148001-3600
Lilac



Y148001-3500
Magenta



Y148001-2500
Deep Yellow



Y148001-3300
Candy



Y148001-3200
Peach



Y148001-5200
Jade



Y148001-5500
Green



Y148001-1700
Sand



Y148001-7200
Ice Blue



Y148001-7800
Navy



Y148001-5600
Petrol



Y148001-1700
Beige



Y148001-8100
Light Grey



Y148001-8500
Grey



Y148001-9900
Black



Koi

Oversized virgin lambswool triangle scarf.

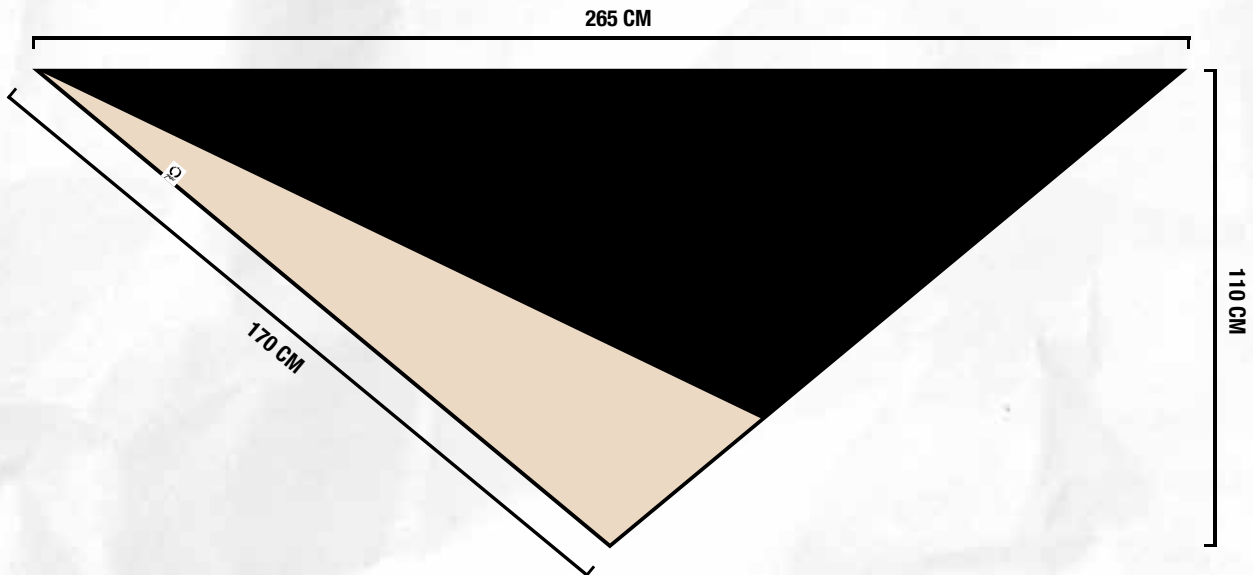


Product Y148001 / Koi
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / 265x110 cm

Price 28,00€ / 70,00€

Measurements





Y148001-5217
Jade / Beige



Y148001-3533
Magenta / Candy



Y148001-8535
Grey / Magenta

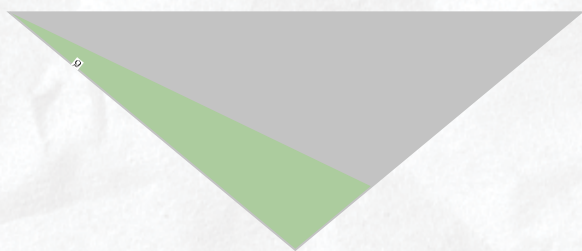


Y148001-8517
Grey / Beige

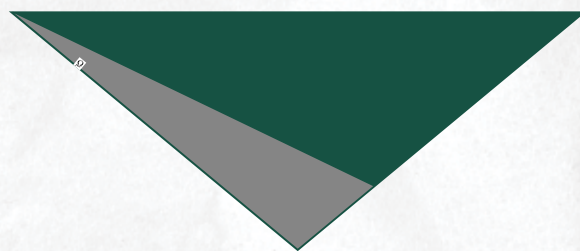


Y148001-9917
Black / Beige





Y148001-8152
Light Grey / Jade



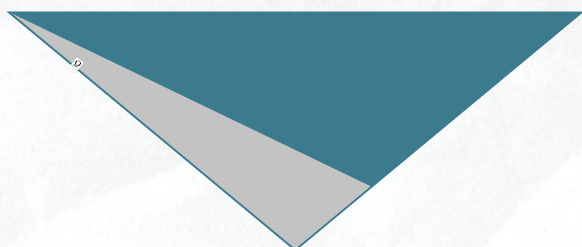
Y148001-5585
Green / Grey



Y148001-1763
Beige / Sand



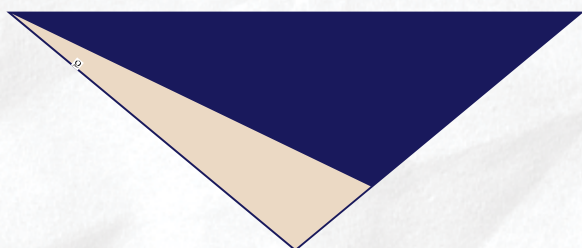
Y148001-7385
Sky Blue / Grey



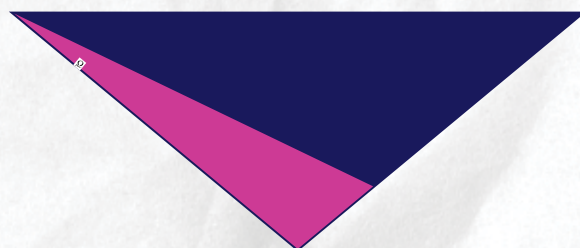
Y148001-5681
Petrol / Light Grey



Y148001-5626
Petrol / Orange



Y148001-7817
Navy / Beige



Y148001-7835
Navy / Magenta

NEW COLORS WITHOUT PHYSICAL SAMPLES FOR PREORDER FW 2024



Jing

Oversized virgin lambswool scarf.



Product Y148002 / Jing
Material 80% Virgin Wool (Lambswool)
20% Polyamide

Size One Size / 190x45 cm

Price 28,00€ / 70,00€



Y148002-3585
Magenta



Y148002-5212
Jade



Y148002-1785
Beige



Y148002-2685
Orange



Y148002-7812
Navy



Y148002-8985
Grey





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