

Keis To Joi Sets New Standard for Modern Luxury With Intention, Legacy & Community

Luxury that makes a statement without saying a word.



New York City, New York Dec 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a city built on ambition and reinvention, Keis to Joi introduced a fresh, powerful interpretation of luxury during its debut event at the historic former Rockefeller Mansion. Over 120 distinguished guests, such as Yoel Peguero, Creative Director of The Stylist Showroom, to dance music icon Fonda Rae. As each guest entered, they were welcomed with a glass of Borasca sparkling wine, setting the tone to witness not only the launch of a new fashion house but the birth of legacy.

The private revealing continued with the evening's host, Dionne-Nicholls-Germain, introducing the Founder & Creative Director of **Keis to Joi**, Joy Frazier. For her, the evening symbolized more than the unveiling of a dream. It represented a movement rooted in identity, intention, and a belief that luxury is most powerful when it reflects who you truly are, encompassing your wisdom, courage, and heart.

"I am honored by the turnout and support I received that night, said Joy. "This is more than a bag launch. It's a reminder that each of us is the key that possesses the power to create our own legacy."

All it takes is the belief that we all, individually and collectively, have that potential.”

As the evening progressed, just before the fashion show, guests heard from Keis to Joi Creative Designer Alejandro Guillen, whose technical precision and mastery of luxury craftsmanship brought the Keis to Joi collection to life. His ability to translate Joy’s multicultural influences, including her London upbringing, her Jamaican heritage, and her New York modernity into physical form allowed the collection to achieve its signature balance of symbolism and sophistication. Guided by Joy Frazier’s creative vision, Alejandro’s execution honors the brand’s ethos of excellence, artistry, and legacy.

The final presenter before unveiling the collection was Pierre-Louis Follet, General Manager of Atelier Jean Rousseau. Every Keis to Joi piece is handcrafted in France by Atelier Jean Rousseau. A respected leather atelier with over 70 years of heritage and expertise. Their artisanship ensures precision, durability, and quality that redefine true luxury, creating a new standard of exquisiteness. Their support within the design process inspired Keis to Joi to create an accessories line that coordinates with your bag. The Keis to Joi Apple Watch Band and iPhone Case is crafted from repurposed leather remnants, reinforcing the brand’s intention-driven approach while evoking an emotional resonance with society.

As the evening continued, guests quickly understood that Keis to Joi is not just a fashion brand. It’s an experience. Succinctly, a luxury line crafted with meaning. Each of the three silhouettes was designed to embody a different facet of legacy and personal power, allowing its owner to make a statement without saying a word. They simply enter the room.

The Legacy Clutch is the heart of innovation. Its signature Key-shaped hardware symbolizes that the wearer has the key to their own success. Timeless, structured, and meticulously crafted redefine what it means to carry legacy.

The Muse Tote is a vision piece, designed for the forward thinker who leads with wisdom and modern elegance. The Leopard Cavallino texture emphasizes the tote’s architectural strength.

The Freedom Saddle was created for the woman who forges her own path. Its reversible J Clasp signifies belonging, inviting the owner into a community built on boldness and quiet luxury.

The evening culminated with an invitation to become a member of the defining element of the Keis to Joi brand: Keis Club. Keis Club is an exclusive membership offered to clients who purchase Keis to Joi made-to-order bags. Membership allows clients access to exclusive, curated Keis to Joi events. It also offers personalized one-on-one sessions by appointment. Members also receive early access to capsule collections and exclusive offers, creating a luxury community experience unlike any other. Yet the best perk of membership guests described as being part of “the birth of their bag” with personalized production updates. Hence, creating a level of transparency and inclusion rarely offered within the luxury sector.

You can explore the full collection at KeistoJoi.com or follow on Instagram @keistojoi. You can also enjoy the Keis to Joi experience by booking your one-on-one appointment at the historic former Rockefeller Mansion and location of Atelier Jean Rousseau, at 15 West 54th Street in Manhattan. Receive the personalized treatment that is the signature and intention of Keis to Joi. Grab your Keis to Joi, wisdom, courage, and heart today! All other inquiries can send their request to info@keistojoi.com.



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