

EST. NEW YORK



KEIS TO JOI

PRESS & MEDIA KIT

True luxury begins within.

Timeless artifacts of becoming.

Keis to Joi was founded on the belief that the most powerful form of luxury is the kind that reflects who you already are. Born from founder Joy Frazier's multicultural world — Jamaican resilience, British refinement, and New York ambition — the brand embodies a life lived between continents, cultures, and evolving definitions of self.

Every handbag is a sculptural expression of legacy. A vessel of identity. A statement without volume. Keis to Joi does not chase trends; it creates timeless artifacts of becoming — pieces designed in small, thoughtful releases, crafted to feel rare, personal, and deeply significant. Handbags meant to be held, worn, remembered, and passed down.

The lock and key are not simply design elements. They are symbols of protection, self-possession, and arrival — a reminder that the power you seek was always yours.

FOUNDER & CREATIVE DIRECTION

Joy A. M. Frazier

Keis to Joi is founded and creatively directed by Joy A. M. Frazier, whose life between cultures shapes the brand's quiet power. Each piece is guided by her belief that luxury is not decoration, but identity made tangible — a philosophy of intentional craftsmanship carried from first sketch to final stitch.

Featured on *Yahoo Lifestyle*, Frazier has spoken about building a luxury house rooted in motherhood and legacy — a brand created not to be louder than the world, but truer to the woman carrying it.

Courage, heart, and wisdom — carried by hand.

The Keis Within is the brand's origin and its heartbeat. Each silhouette honors the inner virtues every person carries, rendered in Cavallino hair-on hide, structured Boxed Calf, and shimmering Stardust finishes — handmade in France in limited, made-to-order batches.



Legacy Clutch

\$1,880 – \$2,290

A sculpted evening signature, one piece per color and material.



The Freedom Saddle

\$1,770 – \$2,530

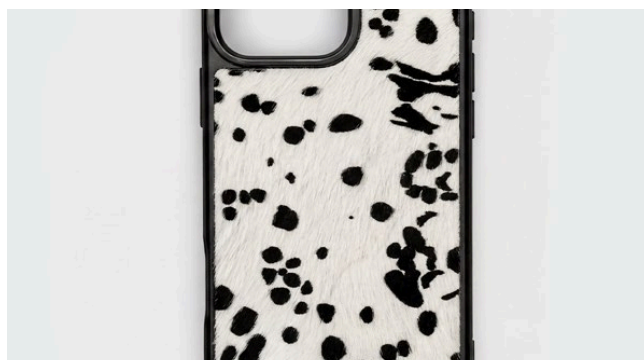
A warm Cavallino flap on the structured form of Boxed Calf.



The Muse Tote

\$2,280 – \$2,580

An architectural everyday carry with a clean, spacious line.



Accessories

\$175

iPhone cases and Apple Watch bands in the house's signature materials.

FEATURED · YAHOO LIFESTYLE

May 9, 2026

How Joy Frazier Built a Luxury Handbag Brand Rooted in Motherhood and Legacy

Founder Joy A. M. Frazier reflects on the journey behind Keis to Joi — a brand rooted in identity and resilience.

Feb 12, 2026

Actress Novi Brown Named Official Brand Ambassador

A landmark partnership defining the next chapter of modern luxury and representation. — *EIN Presswire*

Feb 10, 2026

Keis to Joi Debuts at Bergen American Furs & Fashion

Establishing a physical presence in the heart of Montclair's luxury retail scene. — *EIN Presswire*

Jan 21, 2026

Crafted with French Leather Expertise

A deep dive into the masterful craftsmanship behind the Keis Within collection. — *Jean-Rousseau*

Dec 16, 2025

Disrupting Modern Luxury with Intention

Redefining the landscape through community-driven values and timeless aesthetics. — *openPR*

Fact sheet

FOUNDER

Joy A. M. Frazier, Founder & Creative Director

HEADQUARTERS

Roosevelt, New York, United States

CRAFTSMANSHIP

Handmade in France with French leather expertise

PRODUCTION MODEL

Made to order in limited batches

COLLECTIONS

The Keis Within: Legacy Clutch, The Freedom Saddle, The Muse Tote, accessories

MATERIALS

Cavallino hair-on hide, Boxed Calf, Stardust finishes

PRICE RANGE

\$175 accessories · \$1,770 – \$2,580 handbags

BRAND AMBASSADOR

Actress Novi Brown

WHERE TO FIND

keistojoi.com · Bergen American Furs & Fashion, Montclair, NJ

SHIPPING

Worldwide via FedEx

THE KEIS CLUB

A complimentary membership opening the most exclusive corner of the house: early access to new handbags, limited-edition drops, private events, and bespoke made-to-order commissions available nowhere else.

PRESS INQUIRIES

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