

## Supporting a global tango singer through wigs **Anna Saeki wears Fontaine wigs at the Varela Matsuri in Argentina, the birthplace of Tango**

Aderans Co., Ltd. (Head Office: Shinagawa-ku, Tokyo, Japan; Representative Director and President: Hiromasa Suzuki), promoting the wellness industry of hair, beauty, health, and medical care on a global scale, assisted a global tango singer Anna Saeki by providing wigs for her performance at the Varela Matsuri (Varela Festival). The event took place in Florencio Varela (Argentina) on Sunday, September 8.

Aderans supports the entertainment industry through hair and wigs, and also helps women keep shining. Since 2010, we have been supporting Saeki's work as a tango singer and an actress. She wears our Fontaine wigs not only at her concerts but on various other occasions as well, including theater, dramas, and radio shows open to the public.

In August 2024, Saeki was appointed as "Académica Correspondiente" (Correspondence Academician) of La Academia Nacional del Tango de la República Argentina (the National Academy of Tango of the Argentine Republic), being recognized for her achievements as a tango singer over the years in the tango community. She performs in numerous events and on media also in Argentina, the birthplace of Tango. At the Varela Matsuri this year, Saeki performed as the representative of Japanese tango singers, wearing Fontaine's original wigs tailored to her stage and image. During the concert, she sang Japan's famous songs as well as her original pieces. She also performed a duet with a folklore singer Bruno Arias, singing a masterpiece of Argentinian music "Sólo Le Pido A Dios" (I only ask of God) and her original song "Yo Vengo A Ofrecer Mi Corazón" (I will give my heart to you) together.

We will also support Saeki at a quartet concert with young musicians, to be held on Friday, November 22. Fontaine was launched as the fashion wig brand to help women keep shining. Through this brand, we are committed to supporting Saeki, who actively serves as a bridge between Japan and Argentina.



Saeki's concert at the Varela Matsuri

## ■ Anna Saeki profile

Born in Asahikawa, Hokkaido, Saeki currently serves as Asahikawa Tourism Ambassador. She made her debut in 1987 as a tango singer after being crowned Miss Sapporo, and has performed in 14 different countries including Carnegie Hall in New York City, the U.S., and the Theatre des Champs-Elysees in Paris, France. Saeki has been chosen as one of the “100 Japanese People Respected in the World” (in “Newsweek Japan”) and the “20 people who contributed to Tango” in Argentina. For the celebration of the Argentine bicentennial, she was invited as the first-ever Japanese artist to perform at El Salón Dorado (the Golden Room) in Buenos Aires. In August 2024, Saeki was appointed as “Académica Correspondiente” of La Academia Nacional del Tango de la República Argentina.



Saeki being appointed as “Académica Correspondiente” of La Academia Nacional del Tango de la República Argentina

## [Recent activities in Argentina]

- Making a courtesy visit to the Embassy of Japan in Argentina
- Being appointed as “Académica Correspondiente” of La Academia Nacional del Tango de la República Argentina
- Holding an inauguration ceremony at La Academia Nacional del Tango de la República Argentina and a tribute concert there in honor of Horacio Ferrer, the founder of the Academia
- Performing at “Peña,” an event for folklore music
- Performing at the Anime-Con Argentina

And many other media appearances to announce concerts

## ■ About the Varela Matsuri (Varela Festival)

This year, the Varela Matsuri celebrated its 28th event since it started in 2010, jointly organized by the City of Florencio Varela, the Japanese Association of Florencio Varela, and the Japanese School of Varela. It attracts around 5,000 visitors every year, including not only local residents but people from broader areas as well, offering goods, foods, and performances to introduce and enjoy Japanese culture.

## ■ Upcoming Concert

Date	: Friday, November 22, 2024
Schedule	: 1st stage (from 14:00) and 2nd stage (from 19:00)
Venue	: LaDonna Harajuku (Shibuya-ku, Tokyo)
Tickets	: 9,000 yen (advanced) / 9,500 yen (same day) (Including a gift and tax. All seats are assigned.)
Wig sponsor	: Aderans, Fontaine
Website	: <a href="https://annasaeki.com/">https://annasaeki.com/</a> (in Japanese)
Inquiries	: Moon Music <a href="mailto:mmusic@annasaeki.com">mmusic@annasaeki.com</a>



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