

Smooth, Strong, & Made for Her: Introducing the Reimagined iroha paiRING

A Vibrating Ring Created with Female Pleasure in Mind



Tokyo, 2026 – The Japanese leader in sexual wellness unveils [iroha paiRING](#) and [paiRING+](#), a new generation of vibrating rings created from a perspective rarely centered in this category: a woman's. Designed to deepen closeness, support both partners' pleasure, and fit naturally into everyday intimacy, the paiRING series offers a softer, more thoughtful approach to connection.

Shaped for Shared Sensations

The paiRING's **soft, stretchable silicone ring** fits comfortably at the base of the penis, while the **slim, elongated vibrating product body** rests exactly where clitoral stimulation is most needed during penetration. The vibrations feel shared – an added layer of sensation rather than a distraction from it – thanks to a whisper-quiet motor designed to deliver both depth and delicacy.

The ring **also supports him**, adding a light level of constriction that can help maintain firmness and prolong climax.

Together, they create a shared rhythm that allows partners to tune into each other's pace, pleasure, and presence.

For Every Kind of Intimacy

Where many vibrating rings create distance, paiRING brings partners closer together. Its slim, flat silhouette melts naturally between bodies, while its silky-smooth silicone feels gentle against the skin.

paiRING was designed for a variety of moments, not only penetration. The ring can be **looped around the fingers** for external stimulation, turning the elongated body into a beautifully ergonomic handheld vibrator. It also fits comfortably over **many toys**, adding vibration and clitoral contact during solo play or partnered exploration.

Key Features of the iroha paiRING Series



Elongated Vibrating Product Body for Clitoral Stimulation



Loop around Fingers for Stimulating Touch



Hold for Pinpoint Stimulation



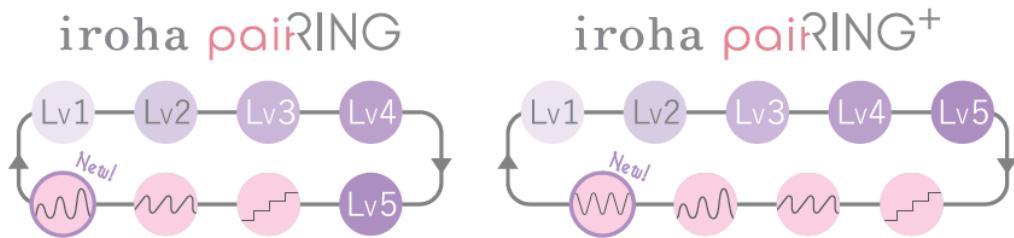
Stretchable Silicone Ring that Fits Most Penis Sizes



Waterproof and Easy to Clean



USB-C Charging Case



Both models offer **five vibration strengths and multiple patterns**. **paiRING+** heightens the experience with **1.5x stronger vibrations** and an additional rhythm pattern, offering deeper, more intense sensations.

The Meaning Behind “paiRING”

The name **paiRING** reflects three ideas at once:

- Pairing – Two people coming together
- Pair + ing – Connection as an ongoing, evolving experience
- Pair + Ring – A ring made for two

The **paiRING** builds on **iroha's** popular **SVR Series**, long appreciated by couples – especially women – for heightening intimacy. Feedback consistently highlighted how approachable, comfortable, and satisfying the SVR models were, inspiring **iroha** to refine the concept even further. The result is **paiRING**: a more intuitive design shaped by what real couples told us they loved most and what they wished their ring could do next.

Quote

“We created **paiRING** to make pleasure feel more connected – for both partners,” says **Rika Adachi**, Global Marketing Manager for **iroha**. “We started with women’s bodies in mind: the need for clitoral contact, the desire for softness over harsh edges, and the value of a product that feels inviting rather than intimidating. Whether together or alone, the goal is the same: to experience moments of calm confidence, curiosity, and closeness.”

Product Specifications

- **Models:** **iroha** **paiRING** / **iroha** **paiRING+**
- **Materials:** Silicone, ABS, PC
- **Easy to Use:** One-Button Control
- **Charging:** USB-C; travel charging case included
- **Waterproof:** Up to 50 cm / 20 in.
- **Color Lineup:** Coral Pink, Very Peri
- **Price:** **paiRING** \$94.99 / €70 / £70
paiRING+ \$114.99 / €85 / £83

A Complementary Option: TENGA paiRING



Alongside iroha's soft color palette, TENGA introduces its own [paiRING lineup](#) in **Black, Indigo, Lime, and Coral**. Both collections share five vibration strengths, with slight differences in rhythm patterns and aesthetics. Together, they offer couples a wider range of moods, looks, and sensations to choose from – from gentle and romantic to bold and modern.

The two series also use interchangeable charging cases, allowing partners to mix and match colors across iroha and TENGA for a personalized set that reflects their shared style and energy.

The iroha paiRING is now available via

[iroha STORE USA](#)
[TENGA STORE USA](#)
[TENGA STORE EUROPE](#)

[Product Images](#) | [Product Video](#)

For further information, product images, or interview requests, please contact:

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About iroha | [Brandsite](#)

iroha is a brand of pleasure items, created to "Color your Pleasure" by treating self-pleasure in the same way we treat self-care. We believe that pleasure should be accessible to anyone, and with our pleasure items embody the brand's wish to be approachable, pleasurable and provide an intimate touch for our users, with items that are crafted with the user in mind. We have found novel methods of creating silicone so that it is silky smooth to the touch, repels dust and lint like magic, and provide selections that utilize a pioneering soft-touch silicone that has marshmallow-like plushiness for those who don't like the hard exterior of other items.