

## Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	おとづき商店
COMPANY NAME	OTODUKI SYOUTEN
YEAR OF ESTABLISHMENT	1976
TYPE OF INDUSTRY	Planning, manufacturing, sales of Kimono & clothes
MAIN PRODUCT	Kimono coat
POST CODE	992-0054
COMPANY ADDRESS	3-19 2-chome Josei Yonezawa Yamagata Japan
REPRESENTATIVE	Akira Otoduki
TEL	+81-(0)238-23-5271
FAX	+81-(0)238-23-5272
URL	<a href="https://www.otozuki.jp/">https://www.otozuki.jp/</a>
E-commerce Website	<a href="https://jp-clothes.shop/">https://jp-clothes.shop/</a>
MAIN SELLING CHANNELS	Kimono Wholesaler, Trading Company, Department stores in domestic
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

## EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Fourteen years after leaving his company and founding Otoduki Shouten, the president, at the age of 54, suffered a cerebral hemorrhage and became paralyzed on his left side. His eldest daughter Chieko Otoduki, the current management director, succeeded the family business while taking care of her father. With no employees at the time to support her, she managed to keep the business going by remembering how her parents were doing business while she was still a student and going over the company's daybooks and ledgers. Then, after nine years of working alone, she launched a factory in Takanosu, Kita-Akita City in Akita Prefecture, where she was joined by a team of staff. The following year, she established a hand-stitching studio Sozodo in Yokote City in Akita Prefecture and ran both machine and hand-stitching studios. Currently, with another machine stitching studio in front of the main shop in Yonezawa City, the company is "giving shape" to all kinds of fabrics.

## CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

With the motto of "producing Japanese clothes by Japanese artisans" such as clothes associated with Japanese culture, we have succeeded in creating everything related to traditional Japanese costumes but for tabi (socks for kimonos). Now we have become a company that can "give shape to fabrics" in all sorts of ways, including; ① Manufacturing and sales of our own brand of kimono coats; ② Collaboration with a kimono magazine (Nanao published by PRESIDENT Inc.); ③ Giving shape to designers' ideas; and ④ Contract manufacturing of other companies' products. Since we are a kimono coat manufacturer, our strength is being able to sew any materials, be it silk, cotton, polyester, wool, cashmere, velvet, or other. There is no other place where such variety of fabrics can be handled by the same workers within one factory. Our business also go beyond just creating new products. We also rework old kimonos that are not fit for wearing today but have been passed down for generations, by adding a modern touch. When the coronavirus pandemic hindered our regular business, we considered what we could do here in Yonezawa, and came up with the idea of creating face veils. We are confident that we were able to do this because we are a company that can give shape to fabrics. Our business is built on the idea of "if there is someone in need, there must be something that we can do for them." I am determined to play a role in handing down Japanese culture going forward.

◆ Product information



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (standard)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	20g
DOMESTIC RETAIL PRICE	JPY2,000 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece is composed of two-ply fabric. You can drink without having to take off the veil. It comes with elastic bands to wrap around your ears, which can be adjusted to your size. It also has a braided ribbon that ties around the back of the head. Available in four colors; Off-white, rose, blue and black.



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (lace)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	25g
DOMESTIC RETAIL PRICE	JPY2,500 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece is composed of two-ply fabric. The center piece is lace fabric. You can drink without having to take off the veil. It comes with elastic bands to wrap around your ears, which can be adjusted to your size. It also has a braided ribbon that ties around the back of the head. Fasten the pearl button to the loop on the braided ribbon and the center piece will stay open, which is convenient when eating. Comes in six colors; Burgundy, purple, navy, black, orange and green.



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (Yonezawa ori)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	25g
DOMESTIC RETAIL PRICE	JPY3,500 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece uses two-ply Yonezawa-ori fabric. Embellished with limestone to add a touch of gorgeousness. Available in flower and camo designs.

◆ Product information



BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (working type)
GENERIC NAME	Face veil
MATERIALS	Cotton & Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY1,200 (excluding tax)

A mask intended for workers. The veil is made from two separate pieces so you can taste dishes without having to take off your mask. The mask has a flat structure around the jaw, which allows you to work comfortably without impeding breathing. Catlight fabric is used for the lining, which has a variety of functions such as decomposing dirt, deodorizing, UV blocking, and antibacterial. Available in four colors; Off-white, pink, light-blue and gray.



BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (casual type)
GENERIC NAME	Face veil
MATERIALS	Cotton
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This is a casual type. Stylish for walks or shopping. The mask can be worn many hours because you won't feel sweaty and it won't obstruct your breathing. Available in checkered and stripe patterns.

20 エレガントレース



パープル

BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (casual lace type)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	15g
DOMESTIC RETAIL PRICE	JPY2,300 (excluding tax)

This is a casual type. Stylish for walks or shopping. The mask can be worn many hours because you won't feel sweaty and it won't obstruct your breathing. It goes well with kimonos. Available in four colors; black, pink, light-blue and purple.

## ◆ Product information



BRAND NAME	otoduki
PRODUCT NAME	Vintage kimono fabric hanten
GENERIC NAME	Quilted Jacket (hanten)
MATERIALS	silk & cotton
PERSON IN CHARGE	Sakae Tanaka
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	L75cm ・ sleeve widness30cm ・ Sleeve length48cm
WEIGHT	abt.400g
DOMESTIC RETAIL PRICE	JPY72,000 (excluding tax)

These hanten (quilted jackets) are made from vintage kimono fabric, and therefore no two are exactly the same. Fabric types include omeshi and sakizome. The jackets are lightweight, only weighing about 400 g, yet the heat-retaining property of silk keeps warmth locked in. Excellent for working from home and for short walks, and a great way of enjoying the richness of Japanese colors and woven textiles wherever you are in the world.