

◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	オリエンタルカーペット株式会社
COMPANY NAME	Oriental Carpet Mills, Ltd.
YEAR OF ESTABLISHMENT	1946 (founding in 1935)
TYPE OF INDUSTRY	Manufacturing and sales of carpet, thick drop curtain, tapestry
MAIN PRODUCT	Carpet, thick drop curtain, tapestry
POST CODE	990-0301
COMPANY ADDRESS	21 Yamanobe Yamanobe-machi Higashimurayama Yamagata Japan
REPRESENTATIVE	Hiroaki Watanabe
TEL	+81-(0)23-664-5811
FAX	+81-(0)23-665-7513
URL	https://yamagatadantsu.co.jp/
Instagram	yamagatadantsu
Facebook	yamagatadantsu
E-commerce Website	https://shop.yamagatadantsu.co.jp/
MAIN SELLING CHANNELS	Whole sales, Direct sales, EC
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	on line Shop
AVAILABLE LANGUAGE	Japanese

◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

In the early Showa period (1926-1989), Yamagata was hit hard by cold weather. The situation was so serious that some were forced to sell their children for a living. Witnessing this dire situation, the founder, Junnosuke Watanabe became convinced that the region needed a place for women to work, and established Nippon Jutan Seizosho (Japan Carpet Manufacturing) in 1934. In the following year, he invited seven technical experts from China to provide technical training on carpet manufacturing to his Japanese employees.

The training was met with numerous challenges. Because the Chinese crafts persons could not speak Japanese, it is said they used gestures such as pulling on their ears and hair to give cues to the trainees. The year 1936 saw a new factory built and new trainees invited. However, the Pacific War broke out in 1941, and carpet manufacturing was forced to a halt as the factory was required to undertake war production. Employees also had no choice but to return to their respective family business.

After the war ended, in June 1946, Junnosuke established the current Oriental Carpet Mills, Ltd. and resumed business. That being said, there was no wool in the market at the time, so he devised a way to weave kudzu roots instead and delivered carpets to the GHQ.

◆ CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

Our company started from directly introducing carpet making techniques from China, which entailed undertaking all the manufacturing processes in-house. This resulted in the formation of our integrated production system, in which the manufacturing processes such as spinning, dyeing, weaving, and after-sales care, are all done in-house. Every facet of carpet production is carefully handled by the same crafts person.

Had it not been for the impact of the novel coronavirus pandemic, we would usually welcome 2000 visitors in and outside of Yamagata every year to tour our workshop, which is also an important contributor to tourism.

◆ **Product information**



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Ouka-zu (Cherry blossoms)
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	PJY2,500,000 (excluding tax)

Night cherry blossoms. Full blown cherry blossoms bathed in the moonlight add to the beauty of the spring night. Accentuated by vibrant colors and soft textures, the blossoms appear to come right out of the carpet. It is an exquisite hand-woven carpet, a culmination of Yamagata Dantsu's history and skills.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Senshu
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200 x H140
WEIGHT	
DOMESTIC RETAIL PRICE	PJY2,500,000 (excluding tax)

A carpet with the motif of the Noh costume. Over the three-colored checkerboard patterned base are scattered autumn plants such as bush clovers, golden lace flowers, maple leaves, balloon flowers, and wild chrysanthemums. An elegant and gorgeous piece.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Ebikazura Hosoka
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W215cm x H150cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY3,000,000 (excluding tax)

A carpet with the motif of hanamosen (woolen rug with a flower pattern), one of the treasures of Shoso-in, a treasure house built in the Nara period.

Ebikazura is the ancient name for grapes, and hosoka is an imaginary flower, which was a favorite pattern that developed along with Buddhism culture. A beautiful piece with a symmetric indigo and pink arabesque pattern.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Botan
GENERIC NAME	Hand made carpet
MATERIALS	wl92% silk8%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY480,000 (excluding tax)

A carpet with the soft textures of wool and silk, featuring a bold design that appears to pop right off the carpet. A new classic that matches both Japanese and western interiors. The overlapping peonies are expressed by using different textured yarns and embossed cutting. A piece that adds elegance to the floor.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Akebono
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY300,000 (excluding tax)

The rose color of the sky at dawn with a hint of yellow. The gradation of the burning red reflecting the glaring sunrise. Colors created by nature. This is a piece from the sky series that expresses ephemeral moments in the sky in a gradation of 25 to 41 colors.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Shimotsuki
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY350,000 (excluding tax)

A sign of frost tells that winter is just around the corner. The serene gradation of blue created by the mountains in early winter. Mountains that show different expressions as the season changes.

This is a piece from the scenery series that expresses mountains that overlap dynamically in a gradation of 33 to 41 light and dark shades.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	UMI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY420,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

A moment in the vast expanse of the sea is expressed in a gradation of powerful colors that gives dynamicity to the piece.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	MOMIJI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W255cm x H255cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY880,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

Maple leaves in six different colors are scattered in layers. A beautiful piece creating a rich gradation of hues.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	HAMON
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY400,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

Ripples spreading out in circles on the water's surface.

The soft texture of the wool and a three-dimensional structure in light shade gives a sense of depth to the pattern, creating a luxurious and calm atmosphere.

◆ Product information



BRAND NAME Yamagata Dantsu 山形緞通
PRODUCT NAME KOMOREBI
GENERIC NAME Hand made carpet
MATERIALS w100%
PERSON IN CHARGE
PRODUCTION AREA Yamanobe Yamagata Japan
SIZE W140cm x H200cm
WEIGHT
DOMESTIC RETAIL PRICE JPY650,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.
 Sunrays shining through between tree branches and leaves. Their shadows flicker as they move in the wind.
 This design makes you feel as if you are walking down a tree-lined avenue.



BRAND NAME Yamagata Dantsu 山形緞通
PRODUCT NAME NAMI
GENERIC NAME Hand made carpet
MATERIALS w100%
PERSON IN CHARGE
PRODUCTION AREA Yamanobe Yamagata Japan
SIZE W140cm x H200cm
WEIGHT
DOMESTIC RETAIL PRICE JPY120,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.
 A rug depicting waves in a beautiful gradation using shiny wool yarn exclusive for making shaggy products.



BRAND NAME Yamagata Dantsu 山形緞通
PRODUCT NAME KOKE
GENERIC NAME Hand made carpet
MATERIALS silk59% w141%
PERSON IN CHARGE
PRODUCTION AREA Yamanobe Yamagata Japan
SIZE W140cm x H200cm
WEIGHT
DOMESTIC RETAIL PRICE JPY650,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
 A rug with rich texture reminiscent of moss created by the soft texture of yarns and different lengths of thread. An eye-catching green moss spread over the entire product.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	ISHI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY200,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
A rug expressing a karesansui (Japanese rock garden). Ripples of white sand spread out depicting beautiful curves of the water flow.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	MORI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY390,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
The rich nature of thick forest trees is expressed in dark green and the texture of three layers of wool yarn.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	TAIYO
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY420,000 (excluding tax)

A design by the creative director Kashiwa Sato.
The mystery of the universe and the infinite power of a totally eclipsed sun.
This a simple yet iconic piece based on black, navy and red shades, which makes a bold impact in any room.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	SUIJIN
GENERIC NAME	Hand made carpet
MATERIALS	wl85% staple fibre15%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY650,000 (excluding tax)

A design by the Japanese nihonga painter Hiroshi Senju. Waterfalls provide peace of mind and a zest for living to mankind. The waterfall depicted on this rug expresses such an image, and provides one of the most comfortable spaces.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	TOCHI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY320,000 (excluding tax)

A rug designed by the product designer Mikiya Kobayashi. Tochi trees (buckeye) with a beautiful grain reminiscent of ripples are expressed by the glossy silk-like texture. TOCHI is a rug that extracts and reconfigures the beauty of the grain.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	KOU
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140 x H200
WEIGHT	
DOMESTIC RETAIL PRICE	JPY320,000 (excluding tax)

A rug designed by the product designer Mikiya Kobayashi. The beauty of nature warms our heart in unexpected moments in our day-to-day lives. Kou expresses the color of the sky extracted from a picture of comfortable sunshine by the window and a kaleidoscope sky.