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

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URL https://yamagatadantsu.co.jp/

Instagram <u>yamagatadantsu</u> Facebook <u>yamagatadantsu</u>

E-commerce Website https://shop.yamagatadantsu.co.jp/

MAIN SELLING CHANNELS Whole sales, Direct sales, EC

SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES AVAILABLE LANGUAGE

on line Shop
Japanese

&EPISODE OF FAUNDATION 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 craftsperson.

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.



BRAND NAME Yamagata Dantsu 山形緞通 PRODUCT NAME Ouka-zu (Cherry blossoms)

GENERIC NAME Hand made carpet

MATERIALS wI100%

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 wI100%

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 wI100%

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 NAME Botan

GENERIC NAME Hand made carpet
MATERIALS wI92% 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 wI100%

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 wI100%

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.



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 wI100%

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 wI100%

PERSON IN CHARGE

PRODUCTION AREA Yamanobe Yamagata Japan

SIZE W200cm x H200cm

WEIGHT

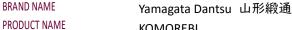
DOMESTIC RETAIL PRICE JPY400,000 (excluding tax)

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.





KOMOREBI

GENERIC NAME Hand made carpet

MATERIALS wl100%

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.



Yamagata Dantsu 山形緞通 **BRAND NAME**

NAMI PRODUCT NAME

Hand made carpet GENERIC NAME

MATERIALS wl100%

PERSON IN CHARGE

Yamanobe Yamagata Japan PRODUCTION AREA

W140cm x H200cm SIZE

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.



Yamagata Dantsu 山形緞通 **BRAND NAME**

PRODUCT NAME KOKE

Hand made carpet **GENERIC NAME** silk59% wl41% **MATERIALS**

PERSON IN CHARGE

Yamanobe Yamagata Japan PRODUCTION AREA

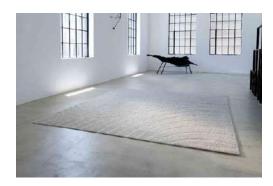
W140cm x H200cm SIZE

WEIGHT

JPY650,000 (excluding tax) DOMESTIC RETAIL PRICE

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.



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 WI100%

PERSON IN CHARGE

PRODUCTION AREA Yamanobe Yamagata Japan

SI7F 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 wI100%

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.



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 wI100%

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 wI100%

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.