

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	株式会社 新田
COMPANY NAME	Nitta Textile Arts Inc.
YEAR OF ESTABLISHMENT	1884
TYPE OF INDUSTRY	Manufacturing
MAIN PRODUCT	Kimono fabric, Hakama fabric, Yonezawaori goods, etc.
POST CODE	9920053
COMPANY ADDRESS	3-26 2-chome Matsugasaki Yonezawa Yamagata Japan
REPRESENTATIVE	Gentarō NITTA
TEL	+81-(0)238-23-7717
FAX	+81-(0)238-23-7727
URL	<a href="https://nitta-yonezawa.com/">https://nitta-yonezawa.com/</a>
Instagram	<a href="https://www.instagram.com/yonezawa_nitta">yonezawa_nitta</a>
E-commerce Website	<a href="https://nitta-yonezawa.com/archives/item">https://nitta-yonezawa.com/archives/item</a> Kimono wholesale stores, Kimono retail shops, Museum, Michinoeki(gift shop)
MAIN SELLING CHANNELS	
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Own HP site
AVAILABLE LANGUAGE	Japanese, English

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Long after the first generation of the Nitta family had followed their feudal lord Kagekatsu Uesugi and relocated from Echigo to Yonezawa, the 16th head of the family, Tomejiro Nitta, became the founder of the Nitta weaving shop in 1884. After winning many awards at various fairs, the name “Nitta” became synonymous with the hakama skirting fabric of Yonezawa.

## ◆ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

The second head of the family, Kumao Nitta, developed new products such as robakama, or hakama made with silk gauze. The third generation, represented by Shuji and his wife Tomiko, had a fateful encounter with benibana (safflower) in 1963. Fascinated by benibana, which was called a visionary flower, from that time on they devoted themselves to improving their dyeing technique and achieving colors that met their high standards. The fourth head of the family, Hideyuki, was very particular about product quality standards. He promoted integrated production, handling both the dyeing and weaving processes in-house. Thanks to the Nitta family's persistent efforts and research, and achievable only through the repeated-dyeing technique, Nitta fabrics now come in hundred's of unique shades and hues. The fifth-generation Gentaro, the current head of the family, has inherited this spirit and strives to pursue manufacturing that fits in with the times. The region of Yonezawa, Yamagata Prefecture, has allowed us to inherit the weaving business up until now. Therefore, we will continue to be grateful to the region and make contribution to it. While observing tradition, we will take on new challenges and attempt to develop a market abroad.

◆ Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Cleaning cloths for glasses
GENERIC NAME	Cleaning cloths for glasses
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	14.5cm×14.5cm
WEIGHT	8g
DOMESTIC RETAIL PRICE	JPY800 (excluding tax)

We produced cleaning cloths for glasses, weaving the safflower pattern as our company's logo using a variety of color combinations. You can use the cloth to polish your glasses and also use it as a mat. A wide variety of colors is available.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Gamaguchi (Large)
GENERIC NAME	Coin purse
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	L8cm x W10cm
WEIGHT	44g
DOMESTIC RETAIL PRICE	JPY2,000 (excluding tax)

This item can be used both as a purse and a pouch. A wide variety of colors and patterns is available.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Gamaguchi (Small)
GENERIC NAME	Coin purse
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	L8cm W8cm
WEIGHT	26g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This item can be used both as a coin purse and a pouch. A wide variety of colors and patterns is available. (Smaller items shown in the image)

## ◆ Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Saki-ori key ring
GENERIC NAME	Key ring
MATERIALS	Silk, Metal
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	2cm×10cm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY800 (excluding tax)

This key ring is made of torn-yarn handwoven fabric. It is a one-of-a-kind item, and you can feel the unique texture of the fabric.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Saki-ori bookmark
GENERIC NAME	Bookmark
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	4cm×17cm
WEIGHT	6g
DOMESTIC RETAIL PRICE	JPY600 (excluding tax)

This bookmark is made of colorful torn-yarn handwoven fabric. It is a one-of-a-kind item, and you can feel the unique texture of the fabric.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Brooch
GENERIC NAME	Brooch
MATERIALS	Silk, Metal
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Φ4cm
WEIGHT	4g
DOMESTIC RETAIL PRICE	JPY900 (excluding tax)

This item is a one-of-a-kind brooch made of various kinds of Kimono fabrics.

◆ Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Hair scrunchie
GENERIC NAME	Hair scrunchie
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Φ 13cm
WEIGHT	8g
DOMESTIC RETAIL PRICE	JPY600 (excluding tax)

Hair Scrunchie made of various kimono fabrics



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Earrings
GENERIC NAME	Earrings
MATERIALS	Silk, brass(plating)
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Φ 1.3cm
WEIGHT	4g
DOMESTIC RETAIL PRICE	JPY1,200 (excluding tax)

The cute earrings are made from kimono fabrics.It's very light and simple, so you can use it everyday.The combination of the two ears of the earrings consists of pairs with different colour patterns.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	square shawl
GENERIC NAME	square shawl
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	88cm × 90cm
WEIGHT	72g
DOMESTIC RETAIL PRICE	JPY30,000 (excluding tax)

All, only one. This special shawl is lavishly made of colorful silk yarns and has a 90cm wide square design with fringes. It can be used for both casual and party occasions.



## Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Card case
GENERIC NAME	Card case
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	7cm×11cm
WEIGHT	22g
DOMESTIC RETAIL PRICE	JPY3,000 (excluding tax)

This card holder features a wide variety of colors and patterns.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Pocket handkerchief (Reversible)
GENERIC NAME	handkerchief
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	30cm×30cm
WEIGHT	12g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This is a reversible breast pocket handkerchief, with inside and outside colors inverted. A wide variety of color combinations is available.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Silk wave
GENERIC NAME	Scarf
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	65cm×175cm
WEIGHT	32g
DOMESTIC RETAIL PRICE	JPY10,000 (excluding tax)

This silk scarf is very light and thin. It can be folded up compact and does not wrinkle easily. It is useful for travel and other occasions, and you can use it all year round. A wide variety of colors is available.

◆ Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Sakiori(handwoven) tea mat
GENERIC NAME	Sakiori mat
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	17cm×28cm
WEIGHT	20-25g
DOMESTIC RETAIL PRICE	JPY1,800 (excluding tax)

A beautifully colored, hand-woven mat in an easy to use everyday size.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	handwoven place mat
GENERIC NAME	Place mat
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	32cm×52cm
WEIGHT	50-55g
DOMESTIC RETAIL PRICE	JPY5,000 (excluding tax)

This is a handwoven place mat that features brilliant use of color.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Handwoven tote bag
GENERIC NAME	Tote bag
MATERIALS	Silk, Genuine leather
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Upper:W26cm,Under:W22cm,H:25cm, Gusset:10cm, Fm bag to hand : L14cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY12,000 (excluding tax)

A handwoven fabric is luxuriously used as the outer material, and leather handles are used as a decorative accent. The size of this bag is also suitable for daily use. As it is handwoven, the color usage and the pattern are unique to the weaver (one-of-a-kind item).

## ◆ Product information



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	SUKIYA bag
GENERIC NAME	Handwoven bag
MATERIALS	Silk
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W 22cm / D 3cm / H 15cm
WEIGHT	85g
DOMESTIC RETAIL PRICE	JPY15,000 (excluding tax)

Sized small enough to fit discreetly under the obi (sash) of a woman's kimono, this style of bag has traditionally been used when attending tea ceremonies. Sukiya bags today are also used as Japanese-style clutch bags complementary to both kimonos and Western-style outfits. This product can carry a wallet, phone, and cosmetics, making it practical as well. The origami-like folded design exudes Japanese beauty. Available in a variety of fabrics, each product is a one-of-a-kind.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Clutch bag
GENERIC NAME	Handwoven bag
MATERIALS	Silk, Walnut
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W 20-22cm / D 3.5cm / H 17cm
WEIGHT	165g
DOMESTIC RETAIL PRICE	JPY45,000 (excluding tax)

Devised and woven by our fourth-generation head Hideyuki Nitta, this original fabric has a distinctive texture achieved by using multiple different-textured silk threads. The walnut purse frame is specially commissioned to a woodwork artisan. Handmade beauty is expressed in all aspects of this product.



BRAND NAME	Nitta Textile Arts Inc.
PRODUCT NAME	Accordion notebook
GENERIC NAME	Accordion notebook
MATERIALS	Silk, Paper
PERSON IN CHARGE	
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W 11cm / D 1.5cm / H 16cm
WEIGHT	170g (Both sides 44 pages)
DOMESTIC RETAIL PRICE	JPY3,200 (excluding tax)

A very special notebook with silk fabric front and back covers. This type of blank accordion book composed of a continuous folded sheet of paper has traditionally been used in Japan to collect shrine and temple stamps. Other popular uses today include as a guestbook, diary, and for scrapbooking.