

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	株式会社 nitorito
COMPANY NAME	nitorito Co., Ltd
YEAR OF ESTABLISHMENT	Sep. 2020
TYPE OF INDUSTRY	Department store, Specialty store, EC
MAIN PRODUCT	Nitto stole
POST CODE	992-0026
COMPANY ADDRESS	7-163 Higashi2-chome Yonezawa Japan
REPRESENTATIVE	Kentaro Suzuki
TEL	+81-(0)238-23-8334
FAX	+81-(0)238-23-3179
URL	<a href="https://nitorito.com/">https://nitorito.com/</a>
Instagram	<a href="#">nitorito_nitorito</a>
Facebook	<a href="#">nitorito.madeinYONEZAWA</a>
E-commerce Website	<a href="https://nitorito.com/">https://nitorito.com/</a>
MAIN SELLING CHANNELS	Department Store, Select Shop, In-house E-Commerce Site
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	zutto saison point mall
AVAILABLE LANGUAGE	Japanese, English

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Yonezawa is blessed with abundant resources. Fruits, Yonezawa beef, nature, fabrics, spas, technologies, and people, to name a few. Nitorito is a factory brand of Yonezawa-ori fabric launched with the hope of delivering the beauty of Yonezawa-ori to many people as a garment of choice. Currently, garment labels are required to indicate the name of the country where products are finally sewn. As such, even if the fabrics were made in Yonezawa, once they are finished overseas, they cannot bear "Made in Japan" labelling. Believing that this is one reason why Yonezawa fabric has yet to enjoy wide recognition, we decided to make products in our own factory by ourselves inspired by the region's landscape. We believe that this is the best way to convey the appeal of Yonezawa fabric, and grow the number of people who become interested in the fabric, which in turn will help to maintain and pass down this wonderful weaving technique tradition to the next generation. It would be a great pleasure if people in Japan and around the world would become interested in Yonezawa through nitorito and search for Yonezawa on the internet to discover numerous other resources that we offer.

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

Hello! We are nitorito.

The name "nitorito" comes from the phrase "Knit to ori to (Knit and textiles)." We coined this word hoping it would evoke the image of knit products and fabrics in the minds of people and invite those who are not familiar with these textiles to enjoy them.

Our products are made entirely in Yonezawa, from production of raw materials and textile design to manufacturing. Our textiles are considerably inspired by Yonezawa's rich nature, history and culture.

We take pride in "Made in YONEZAWA" products. We delve into the art of weaving as we commit ourselves to deliver Yonezawa's appeal, which goes well beyond the mountains. We would surely be delighted if we can make people happy by delivering the blessings of Yonezawa.

## ◆ Product information



BRAND NAME	nitorito
PRODUCT NAME	mountain&moon-gray
GENERIC NAME	stole
MATERIALS	co64% wo36%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

This stole is influenced by Yamagata's winter sky, completely surrounded by mountains, and where it seems as though you can reach out and touch the stars and the moon. Woven from three different colored yarns, it is a meticulously designed piece that expresses the cool translucent color of the winter sky. You can show off a bit of grey or pale blue depending on how you wrap it.



BRAND NAME	nitorito
PRODUCT NAME	dot-blue
GENERIC NAME	stole
MATERIALS	co76% cupro22% L2%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	110cm x 110cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,200 (excluding tax)

At the sight of skilled artisans patiently throwing a shuttle back and forth as they weave a textile, you are able to feel the dignity of their experienced hands. It is indeed painstaking work, but the stole you see is the result of that hard work. An excellent dot reversible stole that you can enjoy in two different colors depending on your mood. Using regenerated fiber cupra, it is thin and lightweight and soft to the touch. Perfect for all seasons, keeping you warm and comfortable. Undoubtedly a staple piece for a quick trip outside with chic colors that can be used regardless of gender. I hope you will try it on and enjoy its smooth feeling.



BRAND NAME	nitorito
PRODUCT NAME	dot-navy
GENERIC NAME	stole
MATERIALS	co76% cupro22% L2%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	110cm x 110cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,200 (excluding tax)

At the sight of skilled artisans patiently throwing a shuttle back and forth as they weave a textile, you are able to feel the dignity of their experienced hands. It is indeed painstaking work, but the stole you see is the result of that hard work. An excellent dot reversible stole that you can enjoy in two different colors depending on your mood. Using regenerated fiber cupra, it is thin and lightweight and soft to the touch. Perfect for all seasons, keeping you warm and comfortable. Undoubtedly a staple piece for a quick trip outside with chic colors that can be used regardless of gender. I hope you will try it on and enjoy its smooth feeling.

◆ Product information



BRAND NAME	nitorito
PRODUCT NAME	rain-yellow
GENERIC NAME	stole
MATERIALS	co55% cupro27% wo18%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	70cm x 160cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY14,400 (excluding tax)

Raindrops falling into a pool of water creating circle patterns are expressed in this delicate dot and line jacquard woven stole. You can enjoy numerous asymmetrical combinations of pattern and color as you wear it. Made from a blend of cupra and cotton, it fits on the skin and has a supple texture.



BRAND NAME	nitorito
PRODUCT NAME	rain-navy
GENERIC NAME	stole
MATERIALS	co55% cupro27% wo18%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	70cm x 160cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY14,000 (excluding tax)

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BRAND NAME	nitorito
PRODUCT NAME	hamura-navy
GENERIC NAME	stole
MATERIALS	co55% cupro27% wo18%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	70cm x 160cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY17,000 (excluding tax)

A fringed stole with a design that discretely incorporates layers of leaves gleaming under the sun in geometric patterns. It is a solid shawl that keeps you cozy and comfortable. Can be worn with the cloth that holds the fringe, or cut it off to show the fringe.

## ◆ Product information



BRAND NAME	nitorito
PRODUCT NAME	harigane-green&navy
GENERIC NAME	stole
MATERIALS	co7% wo93%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	65cm x 160cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY14,000 (excluding tax)

A thick stole adorned with lumps of shaggy threads. Looking from the reverse side, they are actually nitorito logos in wire-like letters playfully scattered.



BRAND NAME	nitorito
PRODUCT NAME	oh,ohori-yellow
GENERIC NAME	stole
MATERIALS	co29% wo71%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	60cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY15,500 (excluding tax)

Yonezawa City is a castle town that was once home to the Uesugi clan. There is a moat in a park in the city, which is the motif of this stunning stole. Four colors sit beside each other in a perfect balance. Woven from wool and cotton, it softly wraps the neck. The large size keeps you warm and can be worn instead of a coat. Available in three colors including a shade perfect for men.



BRAND NAME	nitorito
PRODUCT NAME	mauntain&moon-camel
GENERIC NAME	stole
MATERIALS	co64% wo36%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

This stole is influenced from Yamagata's sky, completely surrounded by mountains and where stars and the moon seem as though they can be touched. Woven from three different colored yarns, it is a meticulously designed piece that expresses the deep blue color of the night sky. You can show off a bit of camel or night blue shades depending on how you wrap it. A perfect item for use at home which can also be used as a throw.

## ◆ Product information



BRAND NAME	nitorito
PRODUCT NAME	mountain&moon-camel
GENERIC NAME	stole
MATERIALS	co64% wo36%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

This stole is influenced from Yamagata's sky, completely surrounded by mountains and where stars and the moon seem as though they can be touched. Woven from three different colored yarns, it is a meticulously designed piece that expresses the deep blue color of the night sky. You can show off a bit of camel or night blue shades depending on how you wrap it.



BRAND NAME	nitorito
PRODUCT NAME	wadachi-khaki&gray
GENERIC NAME	stole
MATERIALS	co47% wo53%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	70cm x 170cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,500 (excluding tax)

A fringed stole that depicts an image of winter in Yonezawa, when nothing is visible but roads in a blanket of snow. Woven in a combination of two colors, the stole features a dimensional check pattern only possible from nitorito. Can be worn with the cloth that holds the fringe, or cut it off to show the fringe.



BRAND NAME	nitorito
PRODUCT NAME	hamura-beige&navy&wine
GENERIC NAME	stole
MATERIALS	co47% wo53%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY17,000 (excluding tax)

A fringed stole with a design that discretely incorporates layers of leaves gleaming under the sun in geometric patterns. It is a solid shawl that keeps you cozy and comfortable. Can be worn with the cloth that holds the fringe, or cut it off to show the fringe.

◆ Product information



**BRAND NAME** nitorito  
**PRODUCT NAME** sansai-gray&navy  
**GENERIC NAME** stole  
**MATERIALS** co78% cupro22%  
**PERSON IN CHARGE** Kentaro Suzuki  
**PRODUCTION AREA** Yonezawa Yamagata Japan  
**SIZE** 70cm x 160cm  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY14,000 (excluding tax)

Edible wild plants that appear in the spring are a feast from the mountains. It is wondrous that when you go foraging for edible plants, they somehow stand out in the wild and reveal themselves to you, which makes you forget time while hunting for them. This stole adorns various edible buds of tara, kogomi, fuki and many more designed in line, drawing on a velour fabric. Why not hunt for your favorite early spring delicacy? With a combination of cupra and cotton as the base, it fits on the skin and has a supple texture. Available in two colors!



**BRAND NAME** nitorito  
**PRODUCT NAME** nitorito mask  
**GENERIC NAME** mask  
**MATERIALS** co pe  
**PERSON IN CHARGE** Kentaro Suzuki  
**PRODUCTION AREA** Yonezawa Yamagata Japan  
**SIZE** unisex free size  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY2,000 (excluding tax)

Colorful masks made of Yonezawa fabrics. A fashionable item that can be worn to match your style or your mood of the day. They are masks adorned with playful motifs, such as cute weather symbols and retro-looking robots.



**BRAND NAME** nitorito  
**PRODUCT NAME** rain-white  
**GENERIC NAME** stole  
**MATERIALS** co55% cupro27% wo18%  
**PERSON IN CHARGE** Kentaro Suzuki  
**PRODUCTION AREA** Yonezawa Yamagata Japan  
**SIZE** 70cm x 160cm  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY14,400 (excluding tax)

Raindrops falling into a pool of water creating circle patterns are expressed in this delicate dot and line jacquard woven stole. You can enjoy numerous asymmetrical combinations of pattern and color as you wear it. Made from a blend of cupra and cotton, it fits on the skin and has a supple texture.

## ◆ Product information



BRAND NAME	nitorito
PRODUCT NAME	tanbo-navy
GENERIC NAME	stole
MATERIALS	co66% wo34%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

A stole in rich colors inspired from the idyllic scenery in Yonezawa. A simple design featuring various sizes of color blocks and thin lines, it offers a variety of different nuances depending on the way you wrap it. With a wool pile on the smooth cotton ground, it is soft to the touch. The wool pile produces a rough nuance as if colored by crayons.



BRAND NAME	nitorito
PRODUCT NAME	bonfula-navy
GENERIC NAME	stole
MATERIALS	co37% wo63%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

Yonezawa is famous for Yonezawa beef. A bold design embellished with a motif of beef bone including horn, skull, and leg. Once you wear it, it gives a different impression created by the beautiful contrast of navy and off-white colors. The ends of the stole have a striped openwork pattern to give an airy look.



BRAND NAME	nitorito
PRODUCT NAME	bonfula-navy
GENERIC NAME	stole
MATERIALS	co37% wo63%
PERSON IN CHARGE	Kentaro Suzuki
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	80cm x 180cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY16,000 (excluding tax)

Yonezawa is famous for Yonezawa beef. A bold design embellished with a motif of beef bone including horn, skull, and leg. Once you wear it, it gives a different impression created by the beautiful contrast of navy and off-white colors. The ends of the stole have a striped openwork pattern to give an airy look. A perfect item for use at home which can also be used as a throw.