

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	有限会社 丸石産業
COMPANY NAME	Maruishi Industry Co.,Ltd.
YEAR OF ESTABLISHMENT	1990
TYPE OF INDUSTRY	Manufacturing, sales
MAIN PRODUCT	Shinaori fabric and goods
POST CODE	997-1124
COMPANY ADDRESS	23-39 2-chome Oyama Tsuruoka Yamagata Japan
REPRESENTATIVE	Junko ISHIDA
TEL	+81-(0)235-33-2025
FAX	+81-(0)235-33-3011
URL (Japanese)	<a href="https://shinafu.com/">https://shinafu.com/</a>
URL (English)	<a href="https://shinafu-english.com/">https://shinafu-english.com/</a>
Instagram	<a href="https://www.instagram.com/shinaori_ishida">shinaori_ishida</a>
E-commerce Website	<a href="https://shinafu.com/">https://shinafu.com/</a>
MAIN SELLING CHANNELS	In-house store, Department store, Gallery, EC site
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Makoto Ishida founded Shinaori Sogei Ishida in 1990 to preserve shina fabric for future generations, believing that the fabric represented a true national legacy. Ishida's momentous first encounter with shina fabric, woven in his home prefecture Yamagata, actually happened in Tokyo when he was aged 20. Although finding the fabric curiously compelling, Ishida learned that the future of shina fabric was not looking very bright despite its superior material properties—production was in danger of dying out due to lack of practitioners, and applications were limited to souvenirs and folk knick-knacks. Ishida eventually produced hats capitalizing on the superior breathability of the fabric; and handbags likewise capitalizing on the fabric's light weight and durability after studying the possibility of nationally and internationally promoting this fabric by offering high-quality products that made full use of its superior material properties. He tirelessly studied and paid close attention to style as well, developing and creating extremely stylish fashion items with contemporary sophistication as well as traditional beauty. These products, marrying an ancient fabric with contemporary design sensibility, gradually found their way to department stores and specialist stores in major Japanese cities, leading to greater appreciation of and interest in shina fabric.

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

Shina fabric, woven from the bark fibers of linden trees (*tilia maximowicziana* and *tilia Japonica*) is one of the country's oldest woven textiles. Production from stripping the bark to weaving takes almost a whole year, and all stages are performed manually. Because of its labor-intensiveness, production has died out in all but three hamlets bordering Yamagata and Niigata Prefectures. These mountainous, snow-locked communities survived harsh natural conditions by cooperating with community members to earn their living, to which shina fabric was vitally important—more so than food or housing. There was even a saying that "How many bolts of fabric village women can weave determines how many villagers can survive." Mountain hamlet living was dependent on the blessings of nature, and based on seasonal cycles. Fundamental to locals was the idea that everything needed for living was a gift from the forests and mountains, and that humans were but a small part of nature. This way of thinking was basic also to the coexistence with nature that characterized traditional Japanese lifestyles. Shina fabric, Japan's oldest woven textile, is a perfect embodiment of life in harmony with the natural conditions presented by Japan's mountainous locations, and we delight in our mission of producing products that offer this fabric in contemporary designs.

◆ Product information



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori long wallet
GENERIC NAME	Long wallet
MATERIALS	Shinafu, Synthetic leather
PERSON IN CHARGE	Kohei ISHADA
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	19.5 x 10 x 2.5cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY18,000 (excluding tax)

Holds a total of eight cards, four on each side. Above the card slots is a wide open pocket handy for organizing tickets and receipts. Secure zip-around closure protects valuables from spilling. Central coin compartment doubles as a partition, and is gusseted to make finding coins easy.



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori card case
GENERIC NAME	Card case
MATERIALS	Shinafu, Synthetic leather
PERSON IN CHARGE	Kohei ISHADA
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	12 x 7 x 1cm
WEIGHT	30g
DOMESTIC RETAIL PRICE	JPY5,000 (excluding tax)

Has two pockets in addition to a main compartment, handy for organizing business cards received from other people. Front pocket is handy for temporarily storing cards you have just received.



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori coin case
GENERIC NAME	Coin case
MATERIALS	Shinafu, Synthetic leather
PERSON IN CHARGE	Kohei ISHADA
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	9 x 7 x 2cm
WEIGHT	26g
DOMESTIC RETAIL PRICE	JPY4,000 (excluding tax)

Small enough for the palm when closed, the coin tray construction opens to show contents at a glance. Rear pocket holds folded banknotes or small memos. Holds about 30 coins.

## ◆ Product information



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori glasses case
GENERIC NAME	Glasses case
MATERIALS	Shinafu, Synthetic leather
PERSON IN CHARGE	Kohei ISHADA
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	18 x 8 x 2.5cm
WEIGHT	26g
DOMESTIC RETAIL PRICE	JPY8,000 (excluding tax)

Highly portable eyeglass case slender enough for the inside pocket of a jacket or coat. The fabric breaks in and ages well to become softer and even more appealing.



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori pencil case
GENERIC NAME	Pencil case
MATERIALS	Shinafu, Synthetic leather
PERSON IN CHARGE	Kohei ISHADA
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	20 x 6 x 3cm
WEIGHT	30g
DOMESTIC RETAIL PRICE	JPY3,000 (excluding tax)

Pen case made of natural, rustic shina fabric. The tactile texture of the fabric prevents slipping when taking the pen case out of a bag. The fabric breaks in and softens with use, becoming even more delightful to handle.