

❖ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	kibori ブローチ
COMPANY NAME	Kibori brooch
YEAR OF ESTABLISHMENT	
TYPE OF INDUSTRY	Manufacturing of wood carving arts
MAIN PRODUCT	Wood carving arts
POST CODE	9902453
COMPANY ADDRESS	(Butsudan Otsuki) 2-28 2-chome Wakamiya Yamagata Yamagata Japan
REPRESENTATIVE	Kazue ASHINO
TEL	+81-(0)23-646-6360
FAX	+81-(0)23-646-6360
URL	ashinokazue.jimdo.com/
E-commerce Website	
MAIN SELLING CHANNELS	Domestic retail shops and EC site
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

❖ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

After studying at Tohoku University of Art and Design and pursuing other careers, Kazue Ashino joined Otsuki, a maker of butsudans (household Buddhist altars), one of the traditional crafts for which Yamagata is known. She began producing wood sculpture in styles traditional to Yamagata butsudans for the firm in March 2008 after receiving the go-ahead by the company president.

Her Kibori range of brooches were first made in 2015, when her company entered the Yamagata Excellent Design competition with works Ashino produced in partnership with a member of Yamagata Mirai no Takumi-kai, a group of younger artisans working to preserve Yamagata City's traditional crafts. Although the entry did not win a prize, her company was designated as an incentive company and offered a place in a product development and marketing course run by Yamagata Research Institute of Technology in 2016, which led to the brooches being developed as products. The brooches were publicly unveiled in November 2016 at the IFFT Interior Lifestyle Living exhibit held at Tokyo Big Sight. They were selected for the Yamagata Excellent Design Award in 2017, and received a commendation at the 2018 Wood Design Award. Her new series, Kissho, is the outcome of further training at the Yamagata Research Institute of Technology. It was unveiled at the 2018 IFFT Interior Lifestyle Living exhibition.

❖ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

As a Yamagata butsudans sculptor, Ashino's work centers on producing sculptures for Yamagata butsudans, as well as re-varnishing, repairing, and cleaning butsudans. While butsudans sculptures are produced for butsudans manufacturers, producing the Kibori brooches has given her the chance to communicate directly with private customers. She looks forward to using such interactions to promote Yamagata butsudans and raise its status as a nationally-designated traditional craft, a fact that is not yet widely known even in Yamagata.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch kumo 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY6,600 (excluding tax)

Cloud motifs commonly appear in ranma and many other butsudan parts, and are often combined with other motifs such as the dragon, phoenix, and crane. Kumo 1 is very time-consuming to produce. Each Kibori brooch is made from 8 mm-thick linden wood. After drawing and cutting out the design with a fretsaw, the piece is hand-sculpted using only knives, and without using sandpaper. The sculpted brooch is then surface-finished with urethane resin to strengthen the wood and protect it against dirt. The brooch pin is attached with epoxy adhesive and then screwed on.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch kumo 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY6,600 (excluding tax)

Kumo 2 represents a large drifting cloud. Linden wood is widely used to produce Yamagata butsudan sculpture. The wood is pale when newly sculpted, and lightweight. Brooches made from this wood look good pinned to knitwear and other soft, lightweight fabrics.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch kumo 3
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Kumo 3 represents a gyoku-un, a type of cloud.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch kumo 4
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Kumo 4 represents a gyoku-un, a type of cloud.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch kumo 5
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Kumo 5 represents a drifting cloud.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch tori 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

This piece represents a bush warbler bird, often combined with plum blossoms in traditional Japanese iconography.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch tori 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Tori 2 represents a plover bird, often combined with wave motifs in traditional Japanese iconography.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch tori 3
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Tori 3 represents a plover bird.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch tori 4
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Tori 4 represents a plover bird.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch tori 5
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Tori 5 represents a plover bird in flight. They are often combined with wave motifs in traditional Japanese iconography.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" ume 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY3,600 (excluding tax)

Ume 1 represents a plum blossom motif, often combined with bush warbler birds in traditional Japanese iconography.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" ume 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY3,600 (excluding tax)

Ume 2 represents a traditional plum blossom motif known as nejiri-ume.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" take 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY3,600 (excluding tax)

Take 1 represents bamboo grass, often combined with sparrows in traditional Japanese iconography.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" take 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY3,600 (excluding tax)

Take 2 represents bamboo grass. Bamboo, pine, and plum make up a popular combination believed to bring good luck.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" matsu 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY4,600 (excluding tax)

Matsu 1 represents pine needles.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" matsu 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY4,600 (excluding tax)

Matsu 2 represents pine seeds and pine needles.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" usagi 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY4,600 (excluding tax)

Usagi 1 represents rabbit and wave motifs. The Kissho series focuses on cute, lucky designs.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" usagi 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY4,600 (excluding tax)

Usagi 2 represents a rabbit.

◆ Product information



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" nami 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Nami 1 can be combined with rabbit designs and with plover bird and wave designs.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" nami 2
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY5,600 (excluding tax)

Nami 2 represents waves. The openwork design involves three openings made by using a fretsaw.



BRAND NAME	kibori brooch
PRODUCT NAME	kibori brooch "kissho" sakura 1
GENERIC NAME	Brooch
MATERIALS	Shinanoki (Japanese Linden), Urethane, Pin, Screws, Epoxy Adhesives
PERSON IN CHARGE	Kazue ASHINO
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	Gift box(82×56×27mm)
WEIGHT	abt.3g
DOMESTIC RETAIL PRICE	JPY4,600 (excluding tax)

Sakura 1 represents a double-layer cherry blossom.