

◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	有限会社グリーンバレー
COMPANY NAME	Green Valley Co., Ltd.
YEAR OF ESTABLISHMENT	2001
TYPE OF INDUSTRY	Leather manufacturing and sales
MAIN PRODUCT	Leather wallet / leather accessory
POST CODE	996-0053
COMPANY ADDRESS	711-112 Fukuda, Fukuda, Shinjo City, Yamagata, Japan
REPRESENTATIVE	Futoshi Ogawa
TEL	+81-(0)233-23-1331
FAX	+81-(0)233-23-2858
URL	https://www.greenvalley.co.jp/
Instagram	luego.jp
E-commerce Website	https://www.luego.jp
MAIN SELLING CHANNELS	E-commerce Website Domestic EC sales Main store E store,YAHOO store,Amazon,Rakuten
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Mitsukoshi Isetan Furusato Tax Payment Main store E store,YAHOO store,Amazon,Rakuten
AVAILABLE LANGUAGE	

◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Our founder (present chairman) was a medical representative at a major pharmaceutical company. He chose to start a business in his hometown so that he could contribute to the local economy by creating year-round employment uninterrupted by the long, snowy winters of Yamagata. Our current president makes it a point to personally work at pop-up sales events (held at department stores and typically focusing on regional specialties, these events are held almost on a monthly basis somewhere in the country) because he finds it extremely enjoyable to meet and serve customers who buy the products we have designed and created. These events also provide opportunities for us to receive feedback directly from customers, even leading to new models inspired by customer ideas, which are internally referred to by the respective customer's names. Since the start of the company, manual production has characterized our products, which are designed, produced, sold, and repaired in-house. Each product is carefully handmade by artisans recruited locally. Rather than just any wallet, the company strives to offer products that users can feel increasingly attached to over time. Luego is a Spanish parting word similar to "see you later." We hope customers will appreciate the superior finish of our products, their soft feel, and handsome beauty.

◆ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

The craftspeople who make LUEGO products often say that they can repair anything that they make. This is because LUEGO leather wallets and accessories are designed by the artisans themselves. Selling a product to a customer is not the end, but the start of a long, shared journey. Whenever a new product is developed, the prototypes go through a lengthy, painstaking process of trial and testing. LUEGO products require many processes of burnishing, which is a method of edge finishing, using dyes and grounds that need to be adjusted to ambient temperatures and humidity levels. Under some seasonal conditions, it is not unusual for edge treatment alone to take several days. Artisans adjust the pressure of their fingers according to the moisture content of the leather as perceived by how the leather feels on their fingertips. All steps of production except the sewing is performed manually, allowing delicate adjustments to take place as a matter of course in response to subtle changes in the leather. Typically, products arriving for repairs are scrutinized like long-lost children being reunited with their "parents," who might marvel at the excellent condition of a ten-year-old product, for instance, or admire the sheen of well-used leather.

◆ Product information



13th LUEGO
Yamagata Cow leather color's 5



BRAND NAME	LUEGO
PRODUCT NAME	Yamagata kuroge wagyu leather round long wallet
GENERIC NAME	Round fastener wallet
MATERIALS	Yamagata kuroge wagyu leather
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W20.5cm × H9.5cm × D2cm
WEIGHT	190g
DOMESTIC RETAIL PRICE	JPY31,818 (excluding tax)

This long zip around wallet is made from the leather of Yamagatagyū—a breed of Japanese black cattle bred and raised in Yamagata Prefecture. The woven front is handwoven from fine strips of leather by our artisans. The quantity produced in a single year is limited by the available supply of Yamagata leather. The leather will acquire a beautiful sheen as it matures. Eight card slots, two open pockets, L-zippered coin compartment.

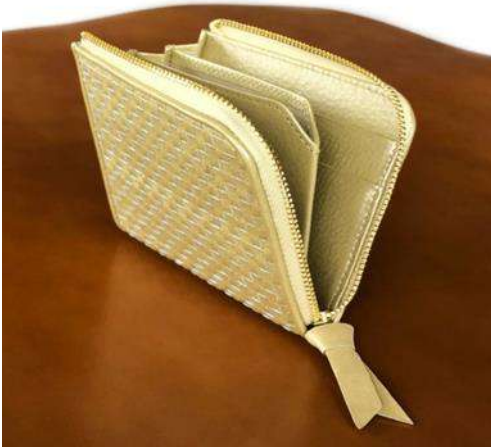
BRAND NAME	LUEGO
PRODUCT NAME	Yamagata kuroge wagyu leather bellows card case
GENERIC NAME	Bellows card case
MATERIALS	Yamagata kuroge wagyu leather
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W12cm × H8cm × D2cm
WEIGHT	90g
DOMESTIC RETAIL PRICE	JPY10,909 (excluding tax)

This accordion card holder wallet is made from the leather of Yamagatagyū—a breed of Japanese black cattle bred and raised in Yamagata Prefecture. The woven front is handwoven from fine strips of leather by our artisans. The quantity produced in a single year is limited by the available supply of Yamagata leather. The leather will acquire a beautiful sheen as it matures. Seven card slots.

BRAND NAME	LUEGO
PRODUCT NAME	Yamagata kuroge wagyu leather round coin case
GENERIC NAME	Round fastener coin case
MATERIALS	Yamagata kuroge wagyu leather
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W12cm × H8cm × D2cm
WEIGHT	70g
DOMESTIC RETAIL PRICE	JPY8,727 (excluding tax)

This zip around coin wallet is made from the leather of Yamagatagyū—a breed of Japanese black cattle bred and raised in Yamagata Prefecture. The woven front is handwoven from fine strips of leather by our artisans. The quantity produced in a single year is limited by the available supply of Yamagata leather. The leather will acquire a beautiful sheen as it matures. Interior is divided into 3:2 ratio compartments. Four card slots.

◆ Product information



BRAND NAME	LUEGO
PRODUCT NAME	Jewel Zip L wallet
GENERIC NAME	L-shaped fastener small wallet
MATERIALS	Cowhide shrink processed
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W11cm × H10cm × D1.5cm
WEIGHT	70g
DOMESTIC RETAIL PRICE	JPY19,000 (excluding tax)

Jewel woven leather L-zipper wallet

Lightweight, slim, mini-wallet. The woven front is handwoven by our artisans. High-end model with leather card slots and leather inner lining. Interior has an open coin compartment in the center, flanked by two card slots on each side, holding a total of four cards.



BRAND NAME	LUEGO
PRODUCT NAME	Jewel bellows card case
GENERIC NAME	bellows card case
MATERIALS	Cowhide shrink processed
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W12cm × H8cm × D2cm
WEIGHT	80g
DOMESTIC RETAIL PRICE	JPY14,000 (excluding tax)

Jewel woven leather accordion card holder wallet

The woven front is handwoven by our artisans. Seven card slots and handy rear pocket. Accordion card slots make finding and accessing cards easy. Handy pocket concealed behind interior snap closure.



BRAND NAME	LUEGO
PRODUCT NAME	URIBOU Neu R long wallet
GENERIC NAME	Round long wallet
MATERIALS	Cowhide solid pattern emboss processed
PERSON IN CHARGE	Factory manager Konomi Itou
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W20.5cm × H9.5cm × D2cm
WEIGHT	190g
DOMESTIC RETAIL PRICE	JPY22,727 (excluding tax)

The URIBOU series features leather manually brush-finished piece-by-piece by dyeing specialists. Surface leather retains brush marks for a subtly streaked effect. Tactile surface pattern with raised vertical black lines.

The zip pull feels extremely soft, springy and comfortable to the touch like carpal pads. Eight card slots, two open pockets, L-zippered coin compartment.



◆ Product information



BRAND NAME LUEGO
PRODUCT NAME URIBOU Neu card case wallet
GENERIC NAME Card case wallet
MATERIALS Cowhide solid pattern emboss processed
PERSON IN CHARGE Factory manager Konomi Itou
PRODUCTION AREA Shinjo Yamagata Japan
SIZE W19.5cm × H9.5cm × D2cm
WEIGHT 80g
DOMESTIC RETAIL PRICE JPY11,000 (excluding tax)

Pen case

The URIBOU series features leather manually brush-finished piece-by-piece by dyeing specialists. Surface leather retains brush marks for a subtly streaked effect. Tactile surface pattern with raised vertical black lines.

The zip pull feels extremely soft, springy and comfortable to the touch like carpal pads. All-leather construction with snap-closure (covered snap fastener) front.



BRAND NAME LUEGO
PRODUCT NAME URIBOU Neu card case wallet
GENERIC NAME Card case wallet
MATERIALS Cowhide solid pattern emboss processed
PERSON IN CHARGE Factory manager Konomi Itou
PRODUCTION AREA Shinjo Yamagata Japan
SIZE W12cm × H8cm × D2.5cm
WEIGHT 90g
DOMESTIC RETAIL PRICE JPY17,000 (excluding tax)

Card holder wallet

The URIBOU series features leather manually brush-finished piece-by-piece by dyeing specialists. Surface leather retains brush marks for a subtly streaked effect. Tactile surface pattern with raised vertical black lines.

The zip pull feels extremely soft, springy and comfortable to the touch like carpal pads. Interior has an accordion card holder in the center, flanked by gusseted leather pockets.