



Woven textiles

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【Update information】

Mar. 2022 published 5 manufacturers and the products

Oct. 2022 added 3 products (Nitta Textile Arts Inc.)

〈Contact us〉

Yamagata International Economic Development Support Organization

<https://craft.yamagata-export.jp/inquiry01/> (Inquiry Form)

Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	おとづき商店
COMPANY NAME	OTODUKI SYOUTEN
YEAR OF ESTABLISHMENT	1976
TYPE OF INDUSTRY	Planning, manufacturing, sales of Kimono & clothes
MAIN PRODUCT	Kimono coat
POST CODE	992-0054
COMPANY ADDRESS	3-19 2-chome Josei Yonezawa Yamagata Japan
REPRESENTATIVE	Akira Otoduki
TEL	+81-(0)238-23-5271
FAX	+81-(0)238-23-5272
URL	https://www.otozuki.jp/
E-commerce Website	https://jp-clothes.shop/
MAIN SELLING CHANNELS	Kimono Wholesaler, Trading Company, Department stores in domestic
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Fourteen years after leaving his company and founding Otoduki Shouten, the president, at the age of 54, suffered a cerebral hemorrhage and became paralyzed on his left side. His eldest daughter Chieko Otozaki, the current management director, succeeded the family business while taking care of her father. With no employees at the time to support her, she managed to keep the business going by remembering how her parents were doing business while she was still a student and going over the company's daybooks and ledgers. Then, after nine years of working alone, she launched a factory in Takanosu, Kita-Akita City in Akita Prefecture, where she was joined by a team of staff. The following year, she established a hand-stitching studio Sozodo in Yokote City in Akita Prefecture and ran both machine and hand-stitching studios. Currently, with another machine stitching studio in front of the main shop in Yonezawa City, the company is "giving shape" to all kinds of fabrics.

CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

With the motto of "producing Japanese clothes by Japanese artisans" such as clothes associated with Japanese culture, we have succeeded in creating everything related to traditional Japanese costumes but for tabi (socks for kimonos). Now we have become a company that can "give shape to fabrics" in all sorts of ways, including; ① Manufacturing and sales of our own brand of kimono coats; ② Collaboration with a kimono magazine (Nanao published by PRESIDENT Inc.); ③ Giving shape to designers' ideas; and ④ Contract manufacturing of other companies' products. Since we are a kimono coat manufacturer, our strength is being able to sew any materials, be it silk, cotton, polyester, wool, cashmere, velvet, or other. There is no other place where such variety of fabrics can be handled by the same workers within one factory. Our business also go beyond just creating new products. We also rework old kimonos that are not fit for wearing today but have been passed down for generations, by adding a modern touch. When the coronavirus pandemic hindered our regular business, we considered what we could do here in Yonezawa, and came up with the idea of creating face veils. We are confident that we were able to do this because we are a company that can give shape to fabrics. Our business is built on the idea of "if there is someone in need, there must be something that we can do for them." I am determined to play a role in handing down Japanese culture going forward.

Product information



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (standard)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	20g
DOMESTIC RETAIL PRICE	JPY2,000 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece is composed of two-ply fabric. You can drink without having to take off the veil. It comes with elastic bands to wrap around your ears, which can be adjusted to your size. It also has a braided ribbon that ties around the back of the head. Available in four colors; Off-white, rose, blue and black.



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (lace)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	25g
DOMESTIC RETAIL PRICE	JPY2,500 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece is composed of two-ply fabric. The center piece is lace fabric. You can drink without having to take off the veil. It comes with elastic bands to wrap around your ears, which can be adjusted to your size. It also has a braided ribbon that ties around the back of the head. Fasten the pearl button to the loop on the braided ribbon and the center piece will stay open, which is convenient when eating. Comes in six colors; Burgundy, purple, navy, black, orange and green.



BRAND NAME	otoduki
PRODUCT NAME	Face veil night style (Yonezawa ori)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W25.5cm x L21.0cm x The length of the string 37cm
WEIGHT	25g
DOMESTIC RETAIL PRICE	JPY3,500 (excluding tax)

The veil is made of three pieces of cloth like noren, resembling a Japanese shop curtain. The center piece uses two-ply Yonezawa-ori fabric. Embellished with limestone to add a touch of gorgeousness. Available in flower and camo designs.

◆Product information



BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (working type)
GENERIC NAME	Face veil
MATERIALS	Cotton & Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY1,200 (excluding tax)

A mask intended for workers. The veil is made from two separate pieces so you can taste dishes without having to take off your mask. The mask has a flat structure around the jaw, which allows you to work comfortably without impeding breathing. Catlight fabric is used for the lining, which has a variety of functions such as decomposing dirt, deodorizing, UV blocking, and antibacterial. Available in four colors; Off-white, pink, light-blue and gray.



BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (casual type)
GENERIC NAME	Face veil
MATERIALS	Cotton
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This is a casual type. Stylish for walks or shopping. The mask can be worn many hours because you won't feel sweaty and it won't obstruct your breathing. Available in checkered and stripe patterns.

20 エレガントレース



パープル

BRAND NAME	otoduki
PRODUCT NAME	Face veil day style (casual lace type)
GENERIC NAME	Face veil
MATERIALS	Polyester
PERSON IN CHARGE	Emi Sagae
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	W24cm x L12.5cm
WEIGHT	15g
DOMESTIC RETAIL PRICE	JPY2,300 (excluding tax)

This is a casual type. Stylish for walks or shopping. The mask can be worn many hours because you won't feel sweaty and it won't obstruct your breathing. It goes well with kimonos. Available in four colors; black, pink, light-blue and purple.

◆ Product information



BRAND NAME	otoduki
PRODUCT NAME	Vintage kimono fabric hanten
GENERIC NAME	Quilted Jacket (hanten)
MATERIALS	silk & cotton
PERSON IN CHARGE	Sakae Tanaka
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	L75cm ・ sleeve widness30cm ・ Sleeve length48cm
WEIGHT	abt.400g
DOMESTIC RETAIL PRICE	JPY72,000 (excluding tax)

These hanten (quilted jackets) are made from vintage kimono fabric, and therefore no two are exactly the same. Fabric types include omeshi and sakizome. The jackets are lightweight, only weighing about 400 g, yet the heat-retaining property of silk keeps warmth locked in. Excellent for working from home and for short walks, and a great way of enjoying the richness of Japanese colors and woven textiles wherever you are in the world.

Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	オリエンタルカーペット株式会社
COMPANY NAME	Oriental Carpet Mills, Ltd.
YEAR OF ESTABLISHMENT	1946 (founding in 1935)
TYPE OF INDUSTRY	Manufacturing and sales of carpet, thick drop curtain, tapestry
MAIN PRODUCT	Carpet, thick drop curtain, tapestry
POST CODE	990-0301
COMPANY ADDRESS	21 Yamanobe Yamanobe-machi Higashimurayama Yamagata Japan
REPRESENTATIVE	Hiroaki Watanabe
TEL	+81-(0)23-664-5811
FAX	+81-(0)23-665-7513
URL	https://yamagatadantsu.co.jp/
Instagram	yamagatadantsu
Facebook	yamagatadantsu
E-commerce Website	https://shop.yamagatadantsu.co.jp/
MAIN SELLING CHANNELS	Whole sales, Direct sales, EC
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	on line Shop
AVAILABLE LANGUAGE	Japanese

EPISODE OF FOUNDATION FOUNDER'S THOUGHT

In the early Showa period (1926-1989), Yamagata was hit hard by cold weather. The situation was so serious that some were forced to sell their children for a living. Witnessing this dire situation, the founder, Junnosuke Watanabe became convinced that the region needed a place for women to work, and established Nippon Jutan Seizoshō (Japan Carpet Manufacturing) in 1934. In the following year, he invited seven technical experts from China to provide technical training on carpet manufacturing to his Japanese employees.

The training was met with numerous challenges. Because the Chinese crafts persons could not speak Japanese, it is said they used gestures such as pulling on their ears and hair to give cues to the trainees. The year 1936 saw a new factory built and new trainees invited. However, the Pacific War broke out in 1941, and carpet manufacturing was forced to a halt as the factory was required to undertake war production. Employees also had no choice but to return to their respective family business.

After the war ended, in June 1946, Junnosuke established the current Oriental Carpet Mills, Ltd. and resumed business. That being said, there was no wool in the market at the time, so he devised a way to weave kudzu roots instead and delivered carpets to the GHQ.

CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

Our company started from directly introducing carpet making techniques from China, which entailed undertaking all the manufacturing processes in-house. This resulted in the formation of our integrated production system, in which the manufacturing processes such as spinning, dyeing, weaving, and after-sales care, are all done in-house. Every facet of carpet production is carefully handled by the same crafts person.

Had it not been for the impact of the novel coronavirus pandemic, we would usually welcome 2000 visitors in and outside of Yamagata every year to tour our workshop, which is also an important contributor to tourism.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Ouka-zu (Cherry blossoms)
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	PJY2,500,000 (excluding tax)

Night cherry blossoms. Full blown cherry blossoms bathed in the moonlight add to the beauty of the spring night. Accentuated by vibrant colors and soft textures, the blossoms appear to come right out of the carpet. It is an exquisite hand-woven carpet, a culmination of Yamagata Dantsu's history and skills.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Senshu
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200 x H140
WEIGHT	
DOMESTIC RETAIL PRICE	PJY2,500,000 (excluding tax)

A carpet with the motif of the Noh costume. Over the three-colored checkerboard patterned base are scattered autumn plants such as bush clovers, golden lace flowers, maple leaves, balloon flowers, and wild chrysanthemums. An elegant and gorgeous piece.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Ebikazura Hosoka
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W215cm x H150cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY3,000,000 (excluding tax)

A carpet with the motif of hanamosen (woolen rug with a flower pattern), one of the treasures of Shoso-in, a treasure house built in the Nara period.

Ebikazura is the ancient name for grapes, and hosoka is an imaginary flower, which was a favorite pattern that developed along with Buddhism culture. A beautiful piece with a symmetric indigo and pink arabesque pattern.

◆Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Botan
GENERIC NAME	Hand made carpet
MATERIALS	wl92% silk8%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY480,000 (excluding tax)

A carpet with the soft textures of wool and silk, featuring a bold design that appears to pop right off the carpet. A new classic that matches both Japanese and western interiors. The overlapping peonies are expressed by using different textured yarns and embossed cutting. A piece that adds elegance to the floor.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Akebono
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY300,000 (excluding tax)

The rose color of the sky at dawn with a hint of yellow. The gradation of the burning red reflecting the glaring sunrise. Colors created by nature. This is a piece from the sky series that expresses ephemeral moments in the sky in a gradation of 25 to 41 colors.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	Shimotsuki
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H140cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY350,000 (excluding tax)

A sign of frost tells that winter is just around the corner. The serene gradation of blue created by the mountains in early winter. Mountains that show different expressions as the season changes.

This is a piece from the scenery series that expresses mountains that overlap dynamically in a gradation of 33 to 41 light and dark shades.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	UMI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY420,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

A moment in the vast expanse of the sea is expressed in a gradation of powerful colors that gives dynamicity to the piece.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	MOMIJI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W255cm x H255cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY880,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

Maple leaves in six different colors are scattered in layers. A beautiful piece creating a rich gradation of hues.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	HAMON
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY400,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.

Ripples spreading out in circles on the water's surface.

The soft texture of the wool and a three-dimensional structure in light shade gives a sense of depth to the pattern, creating a luxurious and calm atmosphere.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	KOMOREBI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY650,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.
Sunrays shining through between tree branches and leaves. Their shadows flicker as they move in the wind.
This design makes you feel as if you are walking down a tree-lined avenue.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	NAMI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY120,000 (excluding tax)

A design by the world renowned industrial designer Kiyoyuki Okuyama.
A rug depicting waves in a beautiful gradation using shiny wool yarn exclusive for making shaggy products.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	KOKE
GENERIC NAME	Hand made carpet
MATERIALS	silk59% wl41%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY650,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
A rug with rich texture reminiscent of moss created by the soft texture of yarns and different lengths of thread. An eye-catching green moss spread over the entire product.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	ISHI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W200cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY200,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
A rug expressing a karesansui (Japanese rock garden). Ripples of white sand spread out depicting beautiful curves of the water flow.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	MORI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY390,000 (excluding tax)

A design by the world famous architect Kengo Kuma.
The rich nature of thick forest trees is expressed in dark green and the texture of three layers of wool yarn.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	TAIYO
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY420,000 (excluding tax)

A design by the creative director Kashiwa Sato.
The mystery of the universe and the infinite power of a totally eclipsed sun.
This a simple yet iconic piece based on black, navy and red shades, which makes a bold impact in any room.

◆ Product information



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	SUIJIN
GENERIC NAME	Hand made carpet
MATERIALS	wl85% staple fibre15%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY650,000 (excluding tax)

A design by the Japanese nihonga painter Hiroshi Senju. Waterfalls provide peace of mind and a zest for living to mankind. The waterfall depicted on this rug expresses such an image, and provides one of the most comfortable spaces.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	TOCHI
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140cm x H200cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY320,000 (excluding tax)

A rug designed by the product designer Mikiya Kobayashi. Tochi trees (buckeye) with a beautiful grain reminiscent of ripples are expressed by the glossy silk-like texture. TOCHI is a rug that extracts and reconfigures the beauty of the grain.



BRAND NAME	Yamagata Dantsu 山形緞通
PRODUCT NAME	KOU
GENERIC NAME	Hand made carpet
MATERIALS	wl100%
PERSON IN CHARGE	
PRODUCTION AREA	Yamanobe Yamagata Japan
SIZE	W140 x H200
WEIGHT	
DOMESTIC RETAIL PRICE	JPY320,000 (excluding tax)

A rug designed by the product designer Mikiya Kobayashi. The beauty of nature warms our heart in unexpected moments in our day-to-day lives. Kou expresses the color of the sky extracted from a picture of comfortable sunshine by the window and a kaleidoscope sky.

◆Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	小松織物工房
COMPANY NAME	Komatsu orimonokobo
YEAR OF ESTABLISHMENT	1930
TYPE OF INDUSTRY	Manufacturing, sales of silk fabric
MAIN PRODUCT	Shirataka-tsumugi [Kijyaku, Omeshi, Jyobu, Ayaori, Obi] Shirataka-tsumugi Commodities {AKARI}
POST CODE	9920821
COMPANY ADDRESS	2200 Jyuou Nishiokitama Yamagata Japan
REPRESENTATIVE	Hiroyuki Komatsu
TEL	+81-(0)238-85-2032
FAX	+81-(0)238-85-2032
URL	https://komatsu-orimono-kobo.com/
Instagram	komatsuorimonokobo
Facebook	komatsuorimonokobo
E-commerce Website	https://komatsuori.base.shop/
MAIN SELLING CHANNELS	Distributor (Wholesaler, Department store, Kimono store)
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

◆EPISODE OF FOUNDATION FOUNDER'S THOUGHT

We are the exclusive weavers of Shirataka-tsumugi kimono fabric since 1880, across six generations. Shirataka is a location known for the raising of silkworms and other aspects of silk production since the mid-Edo period (from 1603 to 1868), when the local feudal lord Uesugi Yozan (the ninth lord of Uesugi domain, Dewa Province) promoted the industry to boost the local economy. Shirataka-tsumugi originated as a fabric woven from rejected cocoons. Today the firm primarily manufactures and markets yarn-dyed woven textiles Oitama-tsumugi (a traditional craft certified by the Ministry of Economy, Trade and Industry), and Honba-yoneryu-shirataka-itajime-kogasuri (registered as an Intangible Cultural Property of Yamagata Prefecture). Our kasuri woven fabrics are known as the country's northernmost kasuri, because of our location. We are the only weavers of the type of kasuri known as itajime-kasuri. Our flagship product Shirataka Omeshi® is rated highly by kimono industry professionals and kimono aficionados for its fine patterns and distinctive texture, referred to as onishiwa.

◆CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

The kimono is an outfit traditional to Japan. In an increasingly diverse world where fresh value is often invested in things that have existed since long ago, we believe in creating an environment conducive to preserving the tradition of kimono for posterity. Working from Shirataka, a peaceful location surrounded by a nature-rich environment, we preserve and employ centuries-old techniques while incorporating today's technologies to add new value to our products so that traditions can survive to be passed down to successive generations. We also work to showcase Japanese woven textiles to international audiences. A new project is our new brand Akari, which involves developing products that add fresh value to kimono fabric through combinations with a wide range of other materials.

Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	齋英織物有限会社
COMPANY NAME	SAIEI TEXTILE
YEAR OF ESTABLISHMENT	Established in 1954, in operation since 1923
TYPE OF INDUSTRY	Manufacturing, sales of dyed textiles (Some-ori)
MAIN PRODUCT	dyed textiles (Some-ori)
POST CODE	9920054
COMPANY ADDRESS	5-58 4-chome Jyosei Yonezawa Yamagata Japan
REPRESENTATIVE	Eisuke SAITO
TEL	+81-(0)238-23-0918
FAX	+81-(0)238-23-3580
URL	https://www.wakuwakukan.co.jp/
Instagram	wakuwakukan0268
E-commerce Website	https://wakuwakukan.official.ec/
MAIN SELLING CHANNELS	
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Yonezawa-ori is a range of woven textiles unique to Yonezawa that has a long history. It is popularly believed that the craft originated after Naoe Kanetsugu (1560–1620), chief retainer to Uesugi Kagekatsu (the second head of the Uesugi clan and first lord of Yonezawa domain) introduced ramie—a raw material for fabric—as a fiber crop. Ramie production and weaving evolved into the production of woven silk fabric after the ninth lord of the Yonezawa domain, Uesugi Yozan, encouraged silk farming and turned Yonezawa into one of the country's major producers during the mid-Edo period (1603 to 1868). Although no longer Yonezawa's core industry, Yonezawa-ori is still produced locally as a textile with an appeal like no other. Saiei Textile was founded 97 years ago, in 1923. As the third-generation successor to this business, I am hoping to create and widely showcase innovative and unique products capable of responding to current needs while demonstrating timeless craftsmanship, looking ahead to the company's 100th anniversary and beyond.

CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

Our major products today include benibana (safflower), ai (indigo) and other plant-dyed kimono and obi (belts worn with kimonos). Fabric for these garments and accessories are woven on our trustworthy wooden power loom—built more than 50 years ago and still in perfect working order—because wooden looms weave silk into fabric that is exceptionally comfortable to wear. Aside from kimono and obi, we design and explore materials for neckties, scarves, handbags, clothing and other Western-style wardrobe accessories, hoping to expand the application of fabrics traditionally used for kimono. We are also keen to internationally showcase Yonezawa's woven textiles. Another activity close to our heart is training the future practitioners of this craft. We are certified by the Association for the Promotion of Traditional Craft Industries, and currently host four trainees.

◆ Product information



BRAND NAME	
PRODUCT NAME	Indigo dyed (ai-zome) silk stole
GENERIC NAME	Stole
MATERIALS	Silk 100%
PERSON IN CHARGE	Eisuke Saito
PRODUCTION AREA	Yonezawa, Yamagata, Japan
SIZE	W 30cm x L 150cm
WEIGHT	20g
DOMESTIC RETAIL PRICE	JPY7,700 (tax included)

Silk stole. Each product has been carefully tied and indigo-dyed by hand by artisans.



BRAND NAME	
PRODUCT NAME	Safflower dyed (benibana-zome) silk stole
GENERIC NAME	Stole
MATERIALS	Silk 100%
PERSON IN CHARGE	Eisuke Saito
PRODUCTION AREA	Yonezawa, Yamagata, Japan
SIZE	W 30cm x L 150cm
WEIGHT	20g
DOMESTIC RETAIL PRICE	JPY7,700 (tax included)

Hand-dyed silk stole. Two different shades (red and yellow) of safflower pigment are used.

❖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	Gentaro NITTA
TEL	+81-(0)238-23-7717
FAX	+81-(0)238-23-7727
URL	https://nitta-yonezawa.com/
Instagram	yonezawa_nitta
E-commerce Website	https://nitta-yonezawa.com/archives/item
MAIN SELLING CHANNELS	Kimono wholesale stores, Kimono retail shops, Museum, Michinoeki(gift shop)
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 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.

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	https://nitorito.com/
Instagram	nitorito_nitorito
Facebook	nitorito.madeinYONEZAWA
E-commerce Website	https://nitorito.com/
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)

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	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, scull, 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, scull, 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.

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)	https://shinafu.com/
URL (English)	https://shinafu-english.com/
Instagram	shinaori_ishida
E-commerce Website	https://shinafu.com/
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.

CRAFTMAN'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.