

◆ 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	17-7 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.

◆ 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 coaster
GENERIC NAME	Coaster
MATERIALS	Shinafu, Cotton
PERSON IN CHARGE	Kohei Ishida
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	10x 10 x 0.2cm
WEIGHT	5g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

Coaster with the characteristics of water resistant. The edges and the back are made of old fabric.



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori book jacket
GENERIC NAME	Book jacket
MATERIALS	Shinafu
PERSON IN CHARGE	Kohei Ishida
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	16.5 x 24cm
WEIGHT	20g
DOMESTIC RETAIL PRICE	JPY6,000 (excluding tax)

This is a paperback size book cover. It has a rough texture so it will not slip when you take it out of your pocket. A paperback book of up to 600 pages can easily fit inside.



BRAND NAME	ISHIDA
PRODUCT NAME	Shinaori musette bag
GENERIC NAME	Musette bag
MATERIALS	Shinafu, Synthetic leather, cotton
PERSON IN CHARGE	Kohei Ishida
PRODUCTION AREA	Tsuruoka Yamagata Japan
SIZE	22x 18 x 6cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY15,000 (excluding tax)

This is a convenient bag for when you want to minimize your hand luggage, such as for stepping out or for travelling as a sub-bag. There are two zippered pockets in addition to the main pocket to easily organize valuables such as a wallet, coin purse, smartphone, and tissues and sterile sheets. This weightless musette bag is made of persimmon-dyed cotton and accented with shinafu.