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TREASURES
JAPAN

AizomeStall

Wear the Heritage of Awa.

For over 700 years, artisans in Tokushima have nurtured the craft of Awa Indigo, one of Japan's most celebrated natural dyes. This scarf is dyed by hand through a process that cannot be rushed, creating rich shades of blue that deepen beautifully over time. Soft, elegant, and versatile, it can be worn around the neck, draped over the shoulders, or styled as a statement accessory.

"Each piece carries a different expression of blue," says one artisan. "We do not simply dye fabric—we pass on a tradition." Woven from natural materials and colored with living indigo, this scarf embodies the spirit of Awa craftsmanship, bringing generations of heritage into everyday life.

AwaAiYa Ltd.

Born of Snow. Refined in Niigata.

In the snowy mountains of Niigata, winter leaves behind more than a landscape. It creates the pristine water that has shaped the region's sake culture for centuries. Crafted from carefully selected Niigata-grown rice and brewed in small batches, Yukishizuku Daiginjo reveals a silky texture, delicate aroma, and a remarkably clean finish. Every bottle reflects the precision and patience of master brewers who dedicate themselves to perfect balance.

"We do not rush the sake. We listen to the rice, the water, and the season," says Chief Brewer Hiroshi Takeda. "Our role is simply to bring out what nature has already given us."

A sake born from snow, refined by craftsmanship, and created for the world's most discerning tables.

Yukishizuku Daiginjo

YukishizukuShuzo Co., Ltd.

From Hasami, A New Icon of Japanese Design.

"We want our tableware to make everyday moments feel a little more beautiful."

Two simple ideas have guided generations of makers in Hasami, Nagasaki. Blending centuries of craftsmanship with a distinctly modern sensibility, **Hasami Ware** is known for its clean lines, balanced design, and sophisticated colors inspired by the Japanese landscape.

Designed to complement everything from a morning coffee to a shared dinner, each piece brings quiet elegance to everyday living. "Good design should fit naturally into daily life," says one artisan. "We create pieces that honor food, people, and generations dining together."

Today, **Hasami Ware** has become more than traditional pottery. It is a new expression of Japanese design—functional, beautiful, and beautifully understated.

Hasami Porcelain

Hasami Studio Ltd.

Sunshine in Every Spoonful.
From Oita Yuzu.

Pure Yuzu Jam

In the mountains of Oita, yuzu trees grow through the rhythm of Japan's four seasons—fresh green leaves in spring, bright summer sunlight, crisp autumn air, and the quiet stillness of winter. Harvested at peak ripeness, each fruit is carefully transformed into a naturally crafted yuzu jam, made with simple ingredients that let the citrus shine.

Spread it on warm toast, stir it into yogurt, or pair it with cheese and tea for a gentle taste of Japan. One gourmet says, "We want every spoonful to carry the fragrance of our orchards. The changing seasons are our greatest inspiration."

Delicious, fragrant, and refreshingly bright, this jam captures the essence of Japanese nature and craftsmanship. A small jar filled with sunshine, created to bring a moment of warmth to tables around the world.

Yellow Foods Co., Ltd.

Crafted from Akita Cedar.
Keeps Food Fresh, Naturally.

In Odate, Akita, skilled artisans continue a woodworking tradition passed down through generations. Each **Waneco** lunch box is carefully handcrafted from locally sourced Akita cedar, prized for its light weight, natural aroma, and moisture-regulating properties. By absorbing excess humidity and releasing it when heated, the wood helps keep rice and food fresh throughout the day.

Designed for everyday use, it turns a simple lunch into a more enjoyable experience—whether at the office, school, or outdoors. "Akita cedar is a living material," says one artisan. "The more you use it, the more it breathes, releasing its natural beauty." Another craftsman adds, "We combine Akita cedar lunch boxes. We create something that connects nature, craftsmanship, and daily life." With every use, the warmth of Akita cedar and the story of its makers become part of the meal.

Odate Magewappa

Shizen Kogei Co., Ltd.

Japanese Precision.
Oshima Camellia Perfection.

For generations, camellia seeds grown on Japan's Izu Islands "bathed" have been "bathed" in the most experienced craftsmen and women. Drawing on this heritage, our premium line art is produced through carefully controlled temperature and humidity processes that preserve the oil's natural conditioning properties while achieving consistent quality. "Every step is guided by precision," says one producer. "We refine only what is necessary, so the camellia's natural perfume remains intact." How is naturalness captured with art? The lightweight formula helps absorb, penetrate, and soothe skin without weighing it down.

Apply it to the neck to sleep on the hair. "Heating on the hair helps and acts for deep care." "Your goal is to shine," says the customer. "It's a product that respects the complexity and precision of detail closer to nature." A tradition rooted in nature, perfected through Japanese craftsmanship and artistic vision.

TSUBAKI OIL
桐油
PREMIUM CAMELLIA OIL

Oshima Tsubaki Oil

Tsubaki-no-bi Ltd.