



WABI

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FOR IMMEDIATE RELEASE

Ethical: The Art of Kimono Crafts

Brand Essence

Kimono, Boundless and cultural Asset toward modern life.

Japan has long tradition and accumulated technology. Japanese kimono has its beauty that transcends the times and borders.

There are unlimited patterns, colors, materials and techniques. We make this excellent culture more accessible.

The vivid Japanese beauty is reviving now.

THE SUSTAINING

-Using USED KIMONO OBI to revive them and transform to new products to be able to take into even next generation.

-Also, not only front of kimono but also using even back of kimono (plain, nonpattern) for other products of inside therefore no waste of any of fabric, trying to use fabric as much as possible.



-Not only recycle Kimono OBI but also leather in market are from Japan, Tokyo where we produce.

-Also, we use the fabric roll for Kimono lingerie which is not used anymore because kimono is hardly worn in society nowadays and may go to waste.

-we are using scrap leather for other simple products which comes from our bag manufactured.



-Also, the scrap (small and thin) kimono fabric is hard to use out of products. but even we make them embedded inside of our bangle so it lives in there vibrantly, nothing to waste even small fabric.



THE CRATMANSHIP

-Our products are all made in Japan and corporate artisans and factory. For artisans, we always determine and agree payment by hearing his time consumption and endeavor, never force payment amount by ourselves, always listen to him include process of producing.

So that if any difficult points are arise, try to solve. so we both trust and are in good communication and relationship. we always appreciate.