



reddot award 2016
winner

SHAQUDA “UBU” triumphs in “Red Dot Award Product Design 2016”



Brush Brand SHAQUDA’s “UBU” series has been awarded with the “Red Dot Product Design 2016”, organised by the Design Zentrum Nordrhein Westfalen, which is one of the largest competitions in the world.

The Red Dot Product Design Award assesses products which have been commercialized within 2 years. The assessment is examined from the point of innovation, formal quality, functionality and ecological compatibility, and is awarded to outstanding products.

We will strive to continue extraordinary production, merged Kumano traditional technique and sophisticated design.

Red Dot Award:

Participants from 57 nations had registered about 5,200 products and innovations for the Red Dot Award: Product Design 2016, this being its 61st year.

All award-winning products including SHAQUDA “UBU” will be presented in the special exhibition “Design on Stage” (duration: 30 June to 26 July, 2016) in Essen, Germany.

Further information: www.red-dot.org.

About SHAQUDA

Mizuho Brush Co., Ltd (Hiroshima, Japan) established SHAQUDA brand in 2015 jointly developed with Terauchi Design Office Co., Ltd (Shibuya, Tokyo, Japan).

Kumano, located in east Hiroshima, is the most famous brush making town since the Edo period and is home to "SHAQUDA". Traditional Kumano brushes were born in this scenic mountain town over 180 years ago.

Brush brand SHAQUDA is steeped in the inimitable technique of Kumano brush making. Its Masters' proud of their craftsmanship, born and raised here, culminating in our new brand SHAQUDA.

In 2014, first in the industry, Brushing Skin Care Series "SUVE" was released, then in 2015, a revival of our authentic brush style- "UBU" series was released.

Brand concept

"the Air of Me"

The fusion of Kumano traditional techniques and modern design sensibility usher in the new era brush brand "SHAQUDA". Our hand finished brush tips. Our simple yet gentle design. Invokes a graceful poise and décor while soothing the skin and enriching the mind.

SHAQUDA proposes a lifestyle that is filled with comfort and tranquillity. Our concept of "the Air of Me" brought to you through an unprecedented unique value creation.

About Awarded Product "UBU" series

Pure form inspired by authentic style,
Seeking a hair tip of velvety smoothness and,
Manufactured environmentally friendly,
Is the Trinity of our ethical brush "UBU"

Integrated makeup brush without a metal ferrule is a revival of our original brush making style. Walnut wood surface and superb hair tip fit ergonomically into the hand, fingers, or face edge, invoking a graceful poise while using. Natural wood finished with walnut oil as the level of comfort increases with each use, a design that is a tried and true time honored classic
Making for a gentle warmth each and every time

SHAQUDA Official Site; www.shaquda.jp

***PUBLICITY IMAGES:** High-resolution images are available for publicity use.