Global Premiere: Asakusa's Heritage Shoemaker "AxT" Debuts Upcycled “Kimono Shoes” at MAISON & OBJET



From the Heart of Tokyo's "Shitamachi"

AxT Inc. is proud to announce its first international exhibition at MAISON & OBJET PARIS (Japan Booth). Our roots lie in Asakusa, Tokyo’s "Shitamachi" (downtown). While famous for the Senso-ji Temple, Asakusa is also Japan's historical sanctuary of leather shoemaking. Since the Meiji era, for over 150 years, this district has cultivated a tight-knit ecosystem of tanners and skilled artisans. AxT inherits this DNA, carrying forward a century of pride and technical evolution found in every alleyway of our home.

The Art of "Tezuri"

We are debuting our signature brand, "HeWhoMe.Tokyo"—sustainable sneakers crafted from upcycled vintage Kimonos. What sets these sneakers apart is not just the beauty of the fabric, but the rare "Tezuri" (hand-lasting) technique used to create them.

Leather is a living material; every piece breathes and stretches differently. In an age of mass production, our craftsmen use their hands to sense this "life." "Tezuri" is the art of sculpting the shoe to the wooden last by hand, adjusting the ten

sion millimeter by millimeter. This labor-intensive process ensures the material is stretched "reasonably and without waste" (Muri-naku, Muda-naku).
This creates a shoe that remembers the shape of the foot, adapting perfectly to its continuous movement. It is a level of "living comfort" that machines simply cannot replicate.

Tradition Reimagined for the World

"HeWhoMe.Tokyo" fuses this authentic craftsmanship with the "Mottainai" spirit. We breathe new life into high-quality Kimonos that would otherwise go to waste, transforming them into one-of-a-kind ("Ichigo-ichie") sneakers.
We invite you to visit our booth to experience the unique marriage of Asakusa's history, artisan comfort, and the vibrant beauty of Japanese culture.