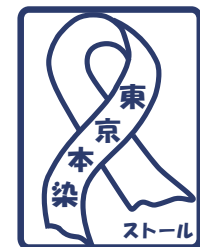




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The softness and closeness of Tokyo honzome(Japanese traditional chusen dies) scarves



Tokyo honzome (Japanese traditional chusen dies) scarves are evolving

Scarves are made of various fabrics, and often they are made of silk or wool. Unfortunately, scarves are “hard to wash” and “susceptible to pests,” so they tend to be worn less often. Moreover, the extreme effectiveness of temperature control with air conditioning today has led to situations where you might want to wear a lightweight scarf. However, cotton scarves on the market are lacking and they are seldom able to provide both drapability and sufficient heft.

This led to the development of “double-ply gauze,” which is the fabric we are using. The fabric consists of a pouch containing 2 layers of light gauze, and this special composition allows the

material to breathe, absorb water, keep in warmth, and feel soft to the skin.

The scarves are 100% cotton. They can be machine-washed, so you don’t need to worry about sweat since these scarves will come out clean in the wash.

The scarves feature Tokyo honzome(Japanese traditional chusen dies) designs in different colors, which led to the name “Tokyo honzome(Japanese traditional chusen dies) Scarves.” The 2 main most prominent features of Tokyo honzome(Japanese traditional chusen dies) are “equal dyeing on both sides” and “ombre dyeing,” making these scarves a striking apparel item unseen anywhere else in the world.

An encounter with Tokyo honzome(Japanese traditional chusen dies) led to the evolution of “double-ply cotton gauze scarves.” We look forward to at exhibitions where we are showcasing our scarves.