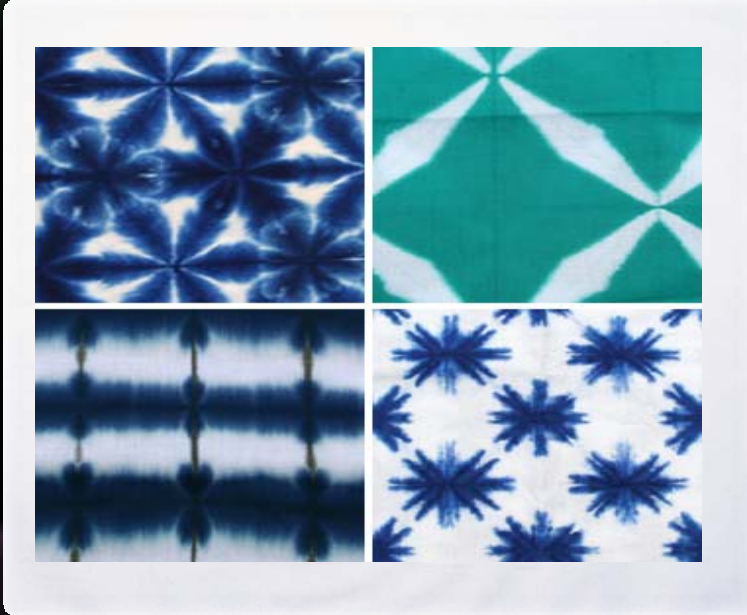




Arimatsu Society of Commerce and Industry



“Shibori” Dyeing, with a Proud 400 Year History Combining Tradition and Modernity

Arimatsu Narumi Shibori was born approximately 400 years ago, at the beginning of the Edo period, in Aichi Prefecture.

In this land not suited for agriculture, Arimatsu Narumi Shibori was started as an industry to boost the village economy and due to the tireless efforts of Shokuro Takeda and the other pioneers it brought forth great prosperity.

The town of Arimatsu Narumi, which prospered through Shibori, has been depicted in many ukiyo-e (Japanese woodblock prints), including Hiroshige’s Fifty-Three Stations of the Tokaido.



Commitment to Manufacturing

Shibori dyeing is the first method that human beings used to dye patterns. The production process is almost entirely manual. The white background of the silk sleeve is meticulously sewn with a needle and thread, and completion of this work takes over five months. This technology originates from common people, so the combination of glamour and the simplicity is one of its charms.



Clean comfort creating images of air, water, and sky.

With the combination of metallic colors and Shibori, a unique high-tech texture is born.

In today's world people want natural images and the beauty of Shibori matching natural colors soothes peoples' hearts and bodies. The joy of being able to feel the seasons and those things in season as lovely and the charm of Shibori is endless.

The Local Brand "SOU·SOU x Arimatsu Narumi Shibori in AOYAMA"

For this project, we collaborated with the Kyoto kimono production, distribution, and design unit "SOU·SOU," which has been getting attention around the world since 2006.

Based on the concept of "making daily items matched to modern lifestyles with real Arimatsu Narumi Shibori created by local traditional craftsmen and making the products known among more people," we have participated in various exhibitions and fairs. We also recently participated in the "International Shibori Symposium," attended by 24 countries across the world and held at the Quai Branly Museum (Paris) and are actively establishing our brand throughout the world.



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