

HIKAKU

Hyohiren

To the press and concerned stakeholders

Press release

November 18, 2015

Hyogo Tanners' Association

Project for Promoting Hyogo's Natural Leather in Overseas

Exhibitions

“HYOGO JAPANESE LEATHER project”

“Delivering Hyogo's Natural Leather (HYOGO LEATHER) to the world”



<<Through internationally recognized Japanese technologies and concerted efforts of designers with a connection to Hyogo Prefecture, “Hyogo’s Natural Leather” will be delivered internationally from Hyogo Prefecture, Japan. >>

Hyogo Tanners’ Association, which promotes “Hyogo’s Natural Leather (HYOGO LEATHER)”, is launching a project supported by (Hyogo Prefecture’s) Strategic Project for Natural Leather Branding for delivering “Hyogo Prefecture’s Natural Leather” and supporting designers aiming to enter overseas markets using internationally recognized Japanese technologies and through concerted efforts by designers and leather producing areas, at “Paris Men’s Fashion Week Fall-Winter 16/17” starting on January 20, 2016.

[Purpose]

Promoting vitalization of “Hyogo’s natural leather” which is an important local industry in Hyogo Prefecture
Delivering “Hyogo’s Natural Leather” to the world through concerted efforts by designers and natural leather production areas (Himeji City and Tatsuno City)

[Details]

Supporting the exhibitions by designers and brands which have a connection with Hyogo Prefecture of the items designed and produced with Hyogo’s Natural Leather at Paris Fashion Week
Displaying Hyogo’s Natural Leather, the leather of the tanners who have provided leather to the designers and brands during the event at the Hyogo representative Office in Paris

HYOGO REPRESENTATIVE OFFICE IN PARIS

10, rue de Louvois, 75002, Paris FRANCE

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<http://assoc.wanadoo.fr/hyogo>

[HYOGO LEATHER]

The leather industry in Hyogo Prefecture produces approximately 70% of bovine leather and approximately 80% of horse leather in the domestic leather market, forming an accumulated production area. Therefore, as a production area, it can be considered a microcosm of domestic bovine and horse leather industry.

This is also contributing to manufacturing of genuine leather that can meet the mass production demand for bags, shoes, clothing, small goods, etc.

Furthermore, a wide range of options for the types and functions of bovine and horse leather products is being ensured.

Although the major products are bovine leather and horse leather, deer, sheep and reproduced gelatins, collagens, etc. are also included in the product line up.

[Support contents]

- Support for displaying at an exhibition (exhibition fee, transportation cost, furniture and fixture cost, creation of catalogues)
- Cost for developing the leather materials and sample production costs

[Application qualification]

- To have a connection with Hyogo Prefecture, such as a person/company from Hyogo Prefecture, having business transactions with a select shop in Hyogo Prefecture
- To have held exhibitions for select shops in Japan twice a year or more for five years or over
- To have already exhibited or have a plan to exhibit in an overseas exhibition
- To be able to prepare for opening of an exhibition, show room, etc. independently
- To be able to conduct sales activities independently to a certain extent without using an interpreter or with their own staff with a good command of foreign languages
- To have general exporting know how
- To be able to create and display three or more items which use Hyogo's Natural Leather

[Exhibitor Brands / Exhibition Venue] A to Z***A VONTADE**

Drive on Track Inc.

Designer: Kazuyuki Yamakawa, from Hyogo Prefecture

Saito Build. 3F-B, Jingumae 3-22-10, Shibuya-ku, Tokyo, Japan 150-0001

<http://driveontrack.co.jp/>

Exhibition: "MAN" <http://www.man-woman.co/>

22th - 24th January 2016



CORNELIAN TAURUS BY DAISUKEIWANAGA

Cultivate Industry Co., Ltd.

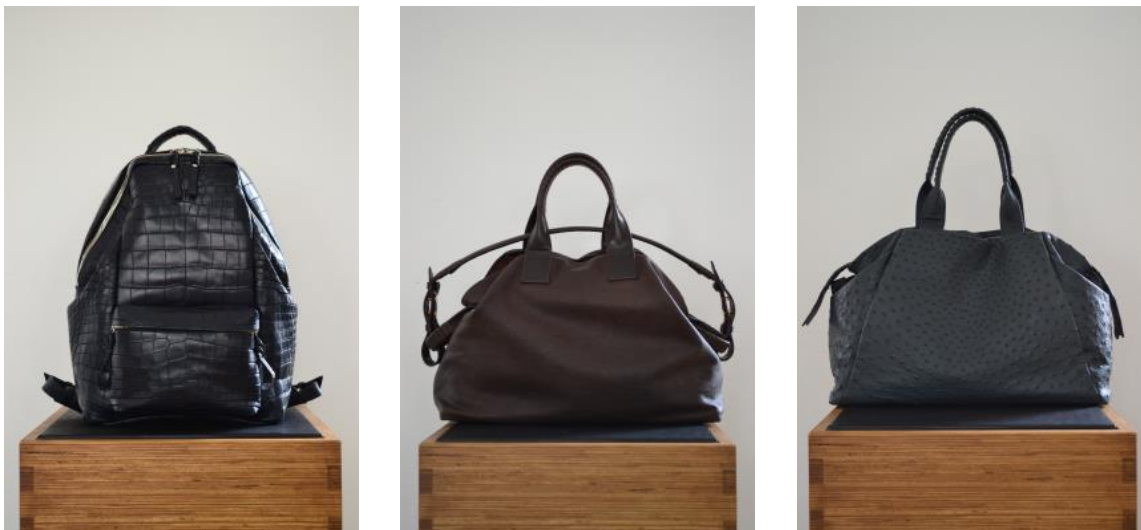
Designer: Daisuke Iwanaga, from Hyogo Prefecture

N24 4-8 Shironouchi-dori Nada-ku, Kobe, Japan 657-0836

<http://www.corneliantaurus.com/>

Gallery: "Galerie David Guiraud" <http://www.galerie-david-guiraud.com/>

24th - 30th January 2016



master-piece

MSPC Co., Ltd.

Inoya Annex Build. 7F, kawaramachi 3-2-14, Chuo-ku, Osaka City, Osaka, Japan 541-0048

<http://master-piece.co.jp/>

Exhibit: “(Capsule) Paris Mens” <http://capsuleshow.com/>

22th - 24th January 2016



***Please refer to the separate sheet for details of participating brands.**

[Participating tanners]

□Morimoto Shoten: Hondacho, Tatsuno City □Ogaki Kogyosho: Hondacho, Tatsuno City □Shimada Leather Manufacturing: Ibocho, Tatsuno City □Yuasa Hikaku Kogyosho Co.: Ibocho, Tatsuno City □Almighty Co.: Hanadacho, Himeji City

[Organized by]

Company name: Hyogo Tanners' Association

Representative: Chairman (Representing Director) Tadashi Wada
Head Office Location
Zip code: 670-0964
Asahi Build. 4F, Toyozawacho 129, Himeji City, Hyogo Prefecture
Phone: 079-285-3872 Fax: 079-285-3268

Hyogo Tanners' Association was established in 1980 after the foundation of associations for proactive business activities to promote economic growth first in 1953 and later in the 1950's and the 1960's.

At the time, there was a heightened momentum for an integrated project for leather industry promotion through concerted efforts by the supervising bodies and administrative bodies as well as the self-help of the companies in order to achieve more sound growth of the leather production industry as the traditional local industry of Hyogo Prefecture. "Hyogo Tanners' Association" was established on May 26, 1980 with the aim of integration of the leather industries in the prefecture, implementation of a production area promotion project for coping with harsh economic climatic conditions and enhancing the economic foundation,.

[Hyogo Tanner's Association's Official Website]

<http://www.hyohiren.or.jp/index.html>

[“HYOGO JAPANESE LEATHER project”: Director]

Takuji Maekawa

President, Work Together Rock Together Co., Ltd.

Owner of LANTIKI, Director of JIBASAN ele

Born in 1967

After entering Knock Out Co., Ltd. he worked both as the shop manager and buyer and conducted purchase in the US and procurement of domestic brand products. After resigning from the company, he launched the first LANTIKI shop in Kobe Tor West in 1993. After that, he opened select shops based on different concepts in three locations: Kobe, Osaka and Tokyo.

He participated in the launch of the fresh creator finding event, “Draft!”.

He was appointed Channel Kobe Producer in 2009 and released collections of five brands with connections to Kobe in Paris three years in a row. He held an exhibition for the collection of February 2014, inviting buyers, editors, writers, press and other fashion stakeholders to a gallery in the Marais District in Paris.

He organized other various fashion and music events.

Currently, he works both as Director of “JIBASAN ele”, a lifestyle shop which deals in selected items of many kinds gathered across Hyogo Prefecture and as Producer of Banshu-Ori collection using “Banshu-Ori” which is

the local industry of Nishiwaki City. At the same time, he is visiting production areas across Hyogo Prefecture and collaborating on product development with the local industries and traditional craftsmen.
He continues to make efforts to expand his areas of activity internationally.

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