

HOSOO FLAGSHIP STORE

Grand Open

Monday September 2nd, 2019

On September 2nd, HOSOO Co., Ltd. (Nakagyo-ku, Kyoto city) opened the doors to the HOSOO FLAGSHIP STORE, housing our collection of high-quality textiles produced with traditional *Nishijin* weaving technology and technique for the international luxury market.

Our first flagship store is located in the old district of Karasuma-Oike and built utilising traditional plastering techniques among others as part of the overall “Craft Architecture.” The entrance is composed by walls with 4 warm colors, constructed by the ancient method of rammed earth. The gold foils running up the black plaster wall lead to the upper floors. The exterior wall materials of the upper floors are made of *Nishijin* textile, which had never been done before. The novel wall materials and gold foil together represent the bright passage into the future. The HOSOO FLAGSHIP STORE houses a wide variety of collections ranging from textiles to home goods including cushions and furniture, all displaying the beauty and skill developed in the industry over 1,200 years of history. You are now be able to personally experience and purchase the textiles that have been appreciated around the world by luxury hotels and brands. The store also includes the HOSOO GALLERY with exhibits portraying the unique history of Japanese textiles, and the HOSOO LOUNGE where you are able to enjoy tea-time or a drink with HOSOO furniture and tableware carefully produced by master craftsmen.

We are proud of creating a unique location where you can experience Japanese textile culture in multiple dimensions, while allowing us to broadcast craftsmanship for the future generations.



HOSOO FLAGSHIP STORE

Store Information

Address: 412 Kakimoto-cho Nakagyo-ku

Kyoto 604-8173

TEL: +81 (0)75-221-8888

URL: www.hosoo.co.jp

Opening Date: September 2nd, 2019

Hours: 10:30–18:00 (Closed on Sundays and Holidays)



<Information on the architecture>

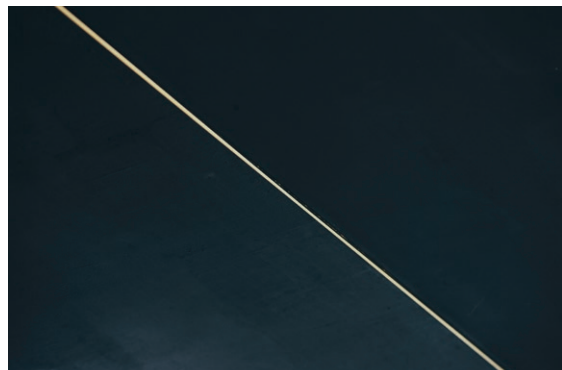
Comments by the Architect

The HOSOO FLAGSHIP STORE, which is also the HOSOO Co., Ltd. headquarters, has a minimalistic appearance from afar. Yet up close, the fine details and texture provide plenty of expression to the building. The difference in expressions by distance is what I focused on in this design.

Through fine textures and tactile stimulation, an object can cultivate the emotional expression of people. In similar fashion as to how a beautiful accessory or piece of clothing brightens people up, crafts have the ability to influence your sentiment while retaining practical utility. Likewise, the architecture aims to fulfill the functional needs of a headquarter building while evoking a special emotion in each audience.

The majority of the architecture is surrounded by the rammed earth and black plaster wall. This encapsulated space provides a private salon setting that allows visitors to interact in an intimate environment. Although the view into the building is blocked by the rammed earth fence, the occasional gaps in the fence and gold foil running up the outer wall invite the viewer into the building.

HOSOO architecture



HOSOO Textile Collections

HOSOO textiles are born from the unison of the *Nishijin-ori* textile that are traditionally used for kimonos and obi sashes, revolutionary technology realizable only by HOSOO, and timeless design. *Nishijin* is a district in the old city of Kyoto, and the high-quality textiles produced in this district is referred to as *Nishijin-ori*. This textile has been produced since 1,200 years ago, under the patronage of royalty, nobility and wealthy townspeople. Historically, only citizens of the highest class had access to these textiles. As a result, there were no limits to the grandeur and skill used in the production process. There are more than 20 steps in the production process of *Nishijin-ori*, and every step is carried out by individual craftspeople who specialize in their respective tasks. For 1,200 years, *Nishijin-ori* has been exclusively produced in 30–32 cm width for obi sashes. However, HOSOO has engineered a loom with the standard international textile width of 150 cm.

All of our collections are developed under the philosophy of “More than Textile,” which symbolizes our pursuit of new technologies, materials, and design that are beyond our imagination, just like our predecessors in Nishijin have done for more than a millennium.

In the HOSOO FLAGSHIP STORE, home collections including furniture, cushions and room shoes made with our textiles are available. Please enjoy the ultimate craftsmanship made possible only by the skills of expert artisans, in the comfort of your home.



Cushion “New York”
32,000 Yen (35,640 Yen Incl. Tax)



Room Shoes “Frosted Petals”
70,000 Yen (75,600 Yen Incl. Tax)



Pouch Half-moon “Bubbles”
21,000 Yen (22,680 Yen Incl. Tax)



Lounge Chair “Blink”
590,000 Yen (63,720 Yen Incl. Tax)



Day Bed “Luster”
460,000 Yen (496,800 Yen Incl. Tax)

HOSOO LOUNGE

The lounge within the flagship store serves carefully selected beverages and sweets inspired by the story of craftsmanship and kimono culture. The sweets can be enjoyed both at the lounge or to go.

***Kasane irome* Macarons**

Originating in the royalty culture of the Heian period, the *Kasane irome* is a color scheme style for women's kimono. The court members of the Heian era sensitively observed the changing seasons and utilized the seasonality to name the textile colors. Blending the colors of the inner and outer layer of a textile is referred to as *Kasane iro* (written as 重ね色). On the other hand, layering and combining kimonos of different colors as seen in the formal imperial gown *Jūnihitoe* is referred to as *Kasane irome* (written as 襲色目). These two styles were later combined and referred to as *Kasane irome* (written as かさね色目), and it is said that there are more than 200 traditional combinations of colors that have been developed over the years. The textile industry in Japan has always reflected the ancient sense of beauty by reflecting seasonality through colors and patterns. In collaboration with pâtissiers of Kyoto, we created HOSOO LOUNGE's original macarons that are inspired by *Kasane irome* and reflect the season and sensibility of Japanese beauty. From September through October, we will be serving the 3 Autumn flavors. From November, we will be serving the Winter flavors.

First Autumn Leaves

Sudachi

The back has a slight yellow tinge with the front still green, which represents the fresh appearance. With the change of colors, feel the fresh taste together with the arrival of the comfortable season. Please enjoy the crisp flavors of the *Sudachi* cream.

Green Leaves

Japanese Chestnuts

As the season starts to unwind, the tree leaves turn yellow. As autumn continues, the emotional colors of the grown green foliage being dyed with crimson can be seen. Please enjoy the aromas and textures of the generous serving of Japanese chestnuts.

Red Leaves

Sweet Potato

People at the time believed that only the power of god and nature could squeeze out, *Momidezuru*, such beautiful colors from leaves. Please enjoy the natural sweetness of the sweet potatoes with the deeper colors and *umami*.

HOSOO LOUNGE Original Chocolat

Based on "Craft Architecture," the skills of the master craftsmen such as using traditional plastering techniques, to erecting entire earthen walls, and applying the straight gold leaf lines are reflected in the HOSOO FLAGSHIP STORE. These timeless manufacturing techniques gathered from various parts of Kyoto can once again be linked to the next generation. Inspired by this craftsmanship and the façade of our store, we present to you our original chocolat.



***Kasane irome* Macarons**

First Autumn Leaves, Green Leaves, Red Leaves (left to right)
400 Yen Each (432 Yen Incl. Tax)



Original Chocolat

Plain, Praline, Yuzu, Sesame (left to right)
380 Yen Each (410 Yen Incl. Tax)



Afternoon Tea Set

3,500 Yen (3,780 Yen Incl. Tax)

HOSOO GALLERY

The long-standing Nishijin Textile brand HOSOO is pleased to announce the opening of its new gallery, HOSOO GALLERY, created with the mission to present textiles as a form of media that portrays the history, culture and future of Japan. The opening exhibit, *The Story of Japanese Textiles: Beautiful Textiles of Japan*, will be directed by Masataka Hosoo, the 12th generation of the Hosoo family. In this exhibit, Masataka Hosoo will be presenting a video piece and collection of textiles he gathered through his trip to 33 reputable production areas of unique textiles throughout Japan, to document the skill and beauty that has withstood the test of time and continue to awe the world today.

The exhibit will feature a series of Japanese textiles collected over the course of four years, focusing on the origin of its craft based on the history and terroir of the production areas. From masterpieces created through years of toil by craftspeople, to functional textiles emerging from generations of living a specific lifestyle, the story of each style and the livelihood of the people surrounding it will be portrayed through the collection of textiles, raw materials, and tools.

More than 20,000 photographs were taken over the course of the four years documenting the terroir and workplace of the production area. The video piece directed by artist Shiro Takatani will be projected onto the threads of a 180 cm wide loom and utilizes these photographs to shine a new light to the textiles by deconstructing and reconstructing the colors and patterns.

These exhibits do not only explain the history and tradition behind the craft and techniques, but they also display the evolution of the textiles produced to this day and the revival of once lost styles to portray the “biography of textiles.” By amassing samples from Hokkaido to Okinawa, we hope to highlight the connection between the different textiles and share among a wider audience as a reference for the next generation.

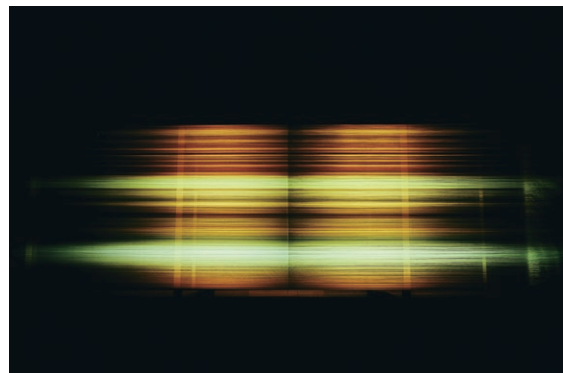
Opening Exhibit

THE STORY OF JAPANESE TEXTILES: Beautiful Textiles of Japan

2 September–14 December 2019

10:30–18:00 (Admissions close 15 minutes prior to closing time)

Closed on Sundays and Holidays Admission is Free



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