

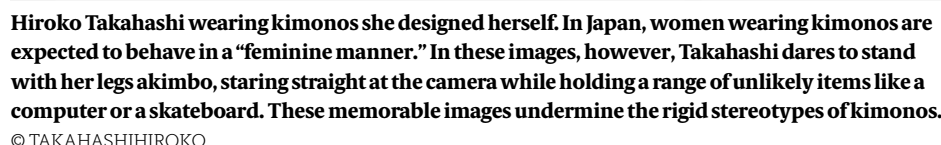
The celebrated artist 'updating' the kimono

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So, what if we could direct people's attention to kimono and thus boost demand? One artist is creating kimonos so unique and new, they just might do that. Hiroko Takahashi creates innovative

In contrast, when Western clothing is made, the fabric is cut into curved lines to

The people she most frequently asks to make kimonos for her are craftspeople in Tokamachi, Niigata Prefecture. Tokamachi is known for its *Tokamachi kasuri* woven fabrics and *Tokamachi yūzen* dyed fabrics.



One of Takahashi's sources of emotional strength was something she was told by a legendary Japanese fashion designer who has since passed away.

"In 2007, Issey Miyake asked me to create a kimono for him," she said. "He wanted a kimono for a program on traditional performing arts like *rakugo* and *kyogen* at 21_21 Design Site, a design museum he had established in Roppongi, Tokyo. At the time, Miyake said to me, 'I have neglected kimonos myself, but I feel I can entrust their future to you.' Since that time, I have held those words in my

Takahashi's kimonos and other clothing designed by her can be purchased through her online store at <https://www.hirocoledge.jp/>

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A luxury shaved ice dessert with premium watermelon from Tottori. HARUO MOTOHASHI

Tani also pointed out that a large portion of Tottori's sake production is *junmaishu*,



Hirai expressed his gratitude for the ongoing collaboration with Hotel New Otani, which enables Tottori's products to be enjoyed by a wider audience, saying, "I am sure that the producers feel a sense of fulfillment when the fruits of their hard work are enjoyed and appreciated by many."



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