



ARIMATSU
PREMIUM
BLUE

THE PREMIUM BLUE

“Premium Blue” Arimatsu Shibori Japanese tie-dyed tenugui hand towels express the ultimate beauty of the centuries-old craft of Arimatsu Shibori by harmonizing three elements.

First, for the warp of the towel, we use chita cotton produced in Aichi Prefecture. The history of Chita cotton began 400 years ago in the early Edo period. As Japan modernized, Chita cotton was produced on the Toyota power loom developed by Mr. Sakichi Toyoda, the founder of what would become the Toyota Automotive Group. Chita cotton is one of the oldest and continually produced cottons in Japan.

Secondly, for the weft of the cloth, we use yarn that is spun with Mino washi. Mino washi, a registered as a UNESCO Intangible Cultural Property, is the finest traditional Japanese handmade paper. Mino Washi has several unique properties. In the hot and humid Japanese summer, it is dry and moisture-absorbing. While in the winter it exhibits excellent moisture and heat retention.

Thirdly, by using the latest technology we have combined these two legendary and historical materials into a wholly new Japanese paper x cotton hybrid textile.

Advancing the art of Arimatsu Shibori, the result is a beautiful, light weight, odor absorbent, and breathable material unique in the world.

The Arimatsu Blue has been used in ukiyo-e woodblock prints is also known as Samurai Blue or Japan Blue. We have used it to produce several patterns: the Sekka snow flower Shibori, Mame bean Shibori, and the Oboshi large hat Shibori. These are new additions to our 400 year-old tradition of dying.

Inheriting the spirit of Japanese traditional craftsmanship and fusing with the latest modern technology, we send the beauty of Arimatsu from Aichi, the mecca of Japanese manufacturing, to the world.



有松絞染『プレミアムブルー』の手ぬぐいは、三つの要素を掛け合わせることで（和える：AERU）、有松絞りの究極の美（粋：IKI）を表現しています。

一つ目に、手ぬぐいの縦糸には愛知県で生産された知多木綿を使っています。知多木綿の歴史は江戸時代の初期（400年前）に始まりました。そして、明治時代に豊田佐吉氏（現トヨタグループの創始者）が開発した豊田式動力織機の導入から、現在まで日本でもっとも長く、織機の歴史と共に歩んで来ました。

二つ目に、横糸に美濃和紙（ユネスコ無形文化財に登録されている）を紡績した糸を使っています。美濃和紙は障子に使われる最高級の漉き和紙で、高温多湿の日本の夏にはドライで吸湿性に優れ、肌触りも良く、冬は優れた保湿と保温力を発揮します。この和紙 x 木綿のハイブリッド素材を使うことで美しさはもちろん、軽量化、防臭効果、吸湿性、通気性、清涼感など優れた機能性が加わり、有松絞りに新しい可能性をもたらしました。

三つ目に、その美濃和紙と知多木綿を使った一枚の布に、有松のシンボルである有松ブルー（浮世絵に使ったり、侍ブルーやジャパンブルーと称される）を使い雪花絞り、豆絞り、大帽子絞りを施すことは日本で初めての試みです。すなわち世界初の試みということが出来ます。

こうした日本の伝統工芸のもののづくりの精神を受け継ぎ、現代的な最新の技術を和わせることで、ものづくりのメッカである愛知から世界へ、有松絞りの美（ネオ・ジャポニスム）を発信しています。

ARIMATSU TENUGUI SCARF

豆絞り “MAME SHIBORI” BEANS

Edo Period woodblock print art series called Ukiyo-e shows what Kabuki actors liked to wear during that time.

The production method for pattern style was lost over time, but it was reproduced in 1955 by using a specialized plate in the tying process. Since then, only one company has continued to preserve this traditional method.

雪花絞り “SEKKA SHIBORI” SNOWFLAKE

This “snowflake” technique was developed with the advent of chemical dyes during the Meiji period (1868-1912).

Gradations of vivid colors and light are born from many years of experience with special dyes.

大帽子絞り “OH-BOUSHI SHIBORI” BIG HAT

This “Big hat” resist-dyeing technique allows for impressive, bold and modern designs. The parts of the fabric that will retain its original color are wrapped with vinyl and then dyed.

Advanced technology is required to completely prevent the fabric from being dyed.

Fabric:
Warp: Cotton 100%
Weft: Washi 64%, Cotton 36% Blend
Wrapping paper: Handmade Mino Washi
Paper string: Machinemade Mino Washi

Tenugui:
A traditional Japanese multipurpose implement.
It can be used as a scarf, a hand towel, wrapping, or as a table runner.

Recommendations:
-Wash separately from white fabrics
-Iron with settings at high temperature and steam
-Avoid long periods of wetness to prevent color fading
-Do not use chlorine bleach



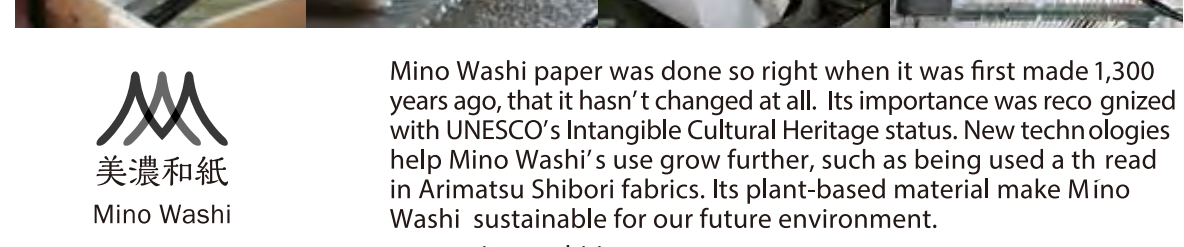
有松絞りの伝統 × 美濃和紙の伝統 = 世界初の試み

有松絞染『プレミアムブルー』は、ユネスコ無形文化財に登録された美濃和紙を使用した生地に、世界初、有松の伝統的な雪花絞りや豆絞りを施すことに成功しました。高温多湿の日本の夏にはドライで吸湿性に優れ、肌触りも良く、冬は優れた保湿と保温力を発揮します。さらに、防臭効果、通気性など優れた機能性は有松絞りに新しい可能性をもたらしました。こうした日本の工芸とものづくりの精神を『有松絞染』の粋を通じて NY ブルックリン発、世界へ発信しています。

美濃和紙系の優れた機能性

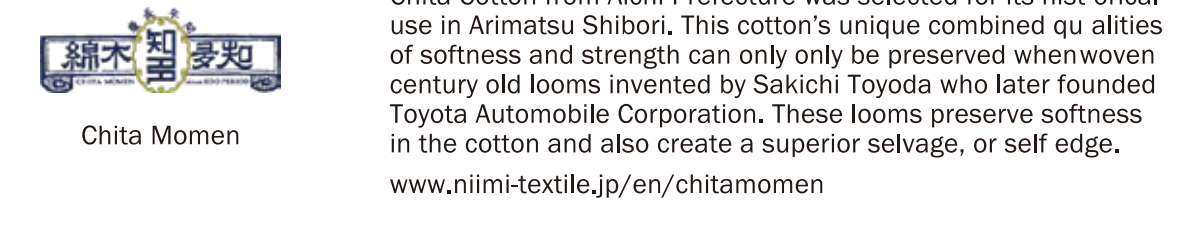
Excellent functionality of Mino-washi

- ・非常に軽い（麻糸の 1/3 重量）
Light weight (1/3 of the regular linen)
- ・吸湿性に優れ、快適な着心地
Quick dry & comfortable
- ・清涼感のある肌触り
Cool touch
- ・UV カット効果
UV protection
- ・悪臭防止
Odor control
- ・エコロジー素材
Ecological material



美濃和紙
Mino Washi

Mino Washi paper was done so right when it was first made 1,300 years ago, that it hasn't changed at all. Its importance was recognized with UNESCO's Intangible Cultural Heritage status. New technologies help Mino Washi's use grow further, such as being used as a thread in Arimatsu Shibori fabric. Its plant-based material make Mino Washi sustainable for our future environment.
www.minowashi-japan.com



Chita Momen

Chita Cotton from Aichi Prefecture was selected for its high original use in Arimatsu Shibori. This cotton's unique combined qualities of softness and strength can only be preserved when woven on century old looms invented by Sakichi Toyoda who later founded Toyota Automobile Corporation. These looms preserve softness in the cotton and also create a superior selvage, or self edge.
www.niimi-textile.jp/en/chitamomen



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