

# miw

## MADE IN WEST JAPAN

### KANSAI

KOBE / OSAKA / KYOTO / NARA & VICINITY



#### Bread Bag

**Step out to buy some bread with a bread-pattern tote!**

These bags are done with ink jet printing, which directly sprays dye onto the fabric, unlike silk screen printing, which uses pigment inks. Owing to that, the ink sets well into the fabric and comes out in fine, almost photographic detail. It's through using this novel technique that we've made our Bread Bag. The patterns are taken from breads sold at popular independently-run bakeries that carry bread you can't get anywhere else. Notable with this bag is that even filling it with soft bread won't cause it to lose its shape.



Day Bag  
white

#### Day Bag, YETI Zac

**The incredible carrying comfort that climbers demand.**

The Day Bag and the YETI Zac were made as a collaborative development between *miw* and Hiroyuki Hoshika, a climber who's also continued on in making climber's rucksacks. The carrying comfort of these bags will charm you, and their ability to let you carry heavy loads securely and at length could be said to be essential in climbing rucksacks.

The Day Bag's form is long vertically and the gusseting at the bag's base is diagonal, allowing you to carry lots without feeling the weight. Additionally, the draping of the bag brings a sense both of excellent fit and of stability. Based in the French type done in nostalgic canvas, we've made this bag with a simple design, dispensing of climbing details like the stick holder.



The YETI Zac has a design that combines a body of light and functional nylon materials together with the classic detail of leather belts. It comes in three colors: ice blue, beige, and brick red, and while made of nylon, these bags boast nuanced coloring.



YETI Zac  
brick red



#### Organic Cotton Plain Socks

**Socks with bandless tops that envelop your feet**

We've made these organic cotton socks to be simple, comfortable, and suited to your everyday wardrobe. With the banding removed from the tops, these socks wrap your feet for a pleasant and relaxing wear that won't itch or leave a mark. Also, their length goes well with skirts while still staying stylish.

The ecru socks are undyed, using a type of naturally-colored cotton called "green cotton (緑綿)", and the black socks are dyed using Chinese sumac (五倍子), a natural dye and source of tannins with potent antimicrobial properties. In addition, we've three other color socks created with an emphasis on fashion, using the rich colors of chemical dyes.



#### French Linen Socks

**The breathable, airy comfort and feel of linen**

These socks are pliant and perfectly lustrous from their use of quality French linen that's been top-dyed, that is, dyed before it's been spun into thread. Woven with plump ribs, the sock we've created fits your foot softly with a crisp and refreshing feel. Perfect for the summer, use them to your heart's content for wear both casual and classy.



#### Organic Cotton Rib Socks

**Fluffy and rough-hewn, for wear in all seasons.**

These are ribbed socks made with organic cotton and done with a rougher feeling owing to the unevenness of slub yarn. They fit with just the right amount of elasticity. Slub yarn is a yarn made without a consistent thickness throughout. It's notable for how it changes the texture of fabrics as well as how it finishes with a lightweight and fluffy feeling. With loosely-knitted ribs, these voluminous socks are superb in both cushioning and comfort.



**A brand new way to create things jointly by businesses and creators  
in Kansai (West Japan), "miw : made in west japan".**  
**Kansai represents Japanese manufacturing with its innovative  
products and with originality and craftsmanship higher than anybody can copy.**

**Because our products are produced in moderate quantities,  
these regional products are made with meticulous care,  
persistent energy and a positive attitude.**

**These companies in the Kansai region and innovative creators have  
launched a new brand: "miw" (made in west japan).**

**Leveraging each other's strengths on equal footing,  
the two sides pursue developing original products in many arenas.**

**A unique approach in Kansai, "Got inspiration? Then, give it a try", has now been put together with  
the sensibilities of these creative innovators for new lines of design.**

**Surpassing the conventional borders of corporate branding  
and collaboration, "miw" now redefines how to make innovative products.**



### **Organic Cotton YETI Rib Socks** **Organic cotton with the plump feel of wool.**

Using organic cotton blended 20% with wool-like Aspero cotton, these socks engender a sense of a plump and wooly texture brought about through extensive and careful twining. The low-count yarns, further interwoven with 1x1 rib using a low-gauge knitting machine, will fit to your skin gently and with an excellent elasticity.



### **YETI** **Made one by one, each YETI has its own expression and form.**

Remembering a cold snowy night, the climb up the mountain and camping there: YETI was born as a *miw* original character from idle imagination lying in a lodge bed, wondering, "What if there were actually an abominable snowman living in those snowy mountains...?" A stuffed doll made with fluffy fleece, there's both a big and a mini type. They're made one by one, so each YETI has its own form and expression.



The YETI series  
2.5 Ply gauze towels  
M size / brick red



### **2.5 Ply Gauze Bath Towel** **Neither double- nor triple-ply, this is a gauze towel with a new texture.**

The 2.5 Ply Gauze Towel is a fabric innovation. Through a very unique weaving technique, the middle ply consists only of half the material. As a result, it has qualities from both thick and thin towels: absorbent, soft, and durable – yet lightweight, quick-drying, and smooth.

The two types this towel comes in are an L size, which is a little larger than a usual bath towel, and an M size. Not simply a bath towel, it can be used in many other ways as well: as a swaddling clothing, as a draped towel blanket during summer's heat, and more.

The YETI series 2.5 Ply gauze towels are usable in not only the at home but also the outdoor scene. With that in mind, we've prepared two types: an L size large enough for you to bundle yourself up in like a blanket and an M size you can wrap around your neck and tie off without it dangling loosely. For this towel, we chose three smoky colors that blend harmoniously with an outdoor style.



### **Pochette** **A pochette for your smartphone done in the softness of pigskin suede.**

Convenient for women's fashion, which often has very few pockets, this small pochette was made for carrying your smartphone. The material is pigskin suede with a buffed backside. Supple and light in texture, the chrome-tanned material is also strong, and its quality coloration will make for a fine accenting touch to your wardrobe coordination.



### **Portfolio File** **A file thought impossible, made to bring your works together.**

Did you know? The word "portfolio" once simply meant "folder". With that as its origin, nowadays we use it to mean "a compiled collection of the works one has produced." We started on developing this file after hearing from art university students, design school students, and creative professionals alike, "There just isn't a stable, secure file out there that'll fit lots of works and still keep them in place well!"

#### **Pages that turn easily and a shape that keeps even when filled**

- 4 holes clip file holder
- metallic D-rings

#### **A refreshing impression when lined up on the shelf**

- plain cloth cover
- 3 calming colors (grey, khaki, beige)



### **Key-holder** **This is a keychain of overlapping clear colored acrylic "Keys"**

Used in display goods and similar items, this acrylic is a brilliantly clear material that realizes gorgeous coloration. Bringing to life these characteristics, we came up with this keychain, which has just a touch of uniqueness. Its name, too, is simply "Key-holder". With a rich assortment, you can choose your favorite patterns and enjoy a layering of different clear colors and shapes. Laser cut from a single acrylic plate, the key forms have been produced through individual processing.

Produced by

**OPUS DESIGN inc.**

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