

To members of the press

Oct 17th 2023]
Ando Co., Ltd.

A new step forward, connecting Japanese techniques to the future
Kyoto kimono accessory manufacturer Ando celebrates 100th anniversary
Opening of the hands-on experience concept shop <ANDO>, a lab for tie-dyeing and dyeing

In July of this year, **Ando Co., Ltd., the Japanese kimono accessory manufacturer** (located in Kyoto Prefecture, Kyoto City, Shimogyo Ward) (hereafter, ANDO) **celebrated 100 years since its foundation**. ANDO was founded in 1923 as a manufacturer of obi sashes and tegara hair cloths using the Kyo Kanoko Shibori style and is now involved in the manufacture and wholesaling of all kinds of kimono accessories, footwear, yukata, jinbei and all other kinds of kimono accessories. On the occasion of its 100th anniversary, we have **opened <ANDO>, the Hands-On Experience Concept Shop** on the 1st floor of the head office, as part of our efforts to be more open than ever before and to become a company that more richly colors the everyday lives of our customers, based on our mission of “connecting people with Japanese style.” This new project welcomes both industry workers and everyday people as a space where they can experience products created from refined techniques, as well as the techniques and history behind ANDO’s tie-dyeing and dyeing. ANDO wishes to become a company that creates a future in which we can maintain the techniques and traditions for our tie-dyeing and dyeing, while also coloring our everyday lives using those techniques together with our visitors.



Looking beyond future generations and utilizing the techniques we have accumulated over many years, we plan to hold workshops aimed at everyday consumers in our shop. ANDO aims to play a role in “connecting people with Japanese style” and has renovated our official website. We wish to convey our thoughts and efforts through our products and website.

[Towards the opening of <ANDO>, the Hands-On Experience Concept Shop]—————

Adopting Technology makes our daily lives even richer.

It has been 100 years since our foundation to the present day. Kimono have been a part of our lives for these 100 years, and the techniques for textiles, dyeing, and tie-dyeing have been used to express kimono. Our lifestyles have changed in the modern era, and for the most part, Japanese people no longer wear kimono in their everyday lives. Because kimono are not a main part of our lives, these techniques are becoming lost. However, we believe that we can take styles that are being lost with the passage of time and find a place for them in our everyday lives, by changing their forms and the way we get involved with them.

These techniques and culture have been long passed down in Japan, and by using them to make the items we normally use in our everyday lives, then Japanese customers can naturally feel pride when using them, and overseas customers can experience the beauty and craftsmanship of Japanese techniques.



Adopting Japanese techniques and designs in everyday items can lead our Japanese customers to unconsciously confirm their own identities as Japanese, even as their daily lives do not change. These casual and everyday items can appeal to our Japanese and overseas customers alike with their detailed handiwork, textures, finishes, and arrangements that make our daily lives richer.

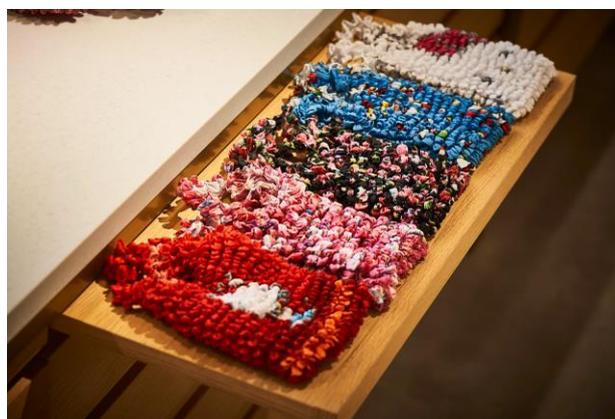
Though our lifestyles have changed, we wish to provide richness to the everyday lives of our consumers in the future, as a company that brings color to your lives. We do this by finding a place in our daily lives for the techniques we have inherited for many years. At our recently opened

shop, visitors can of course look at and touch our products. However, we hope that we will also become a place of new beginnings, where ideas and exchanges are born, and a new history will be made.

[About <ANDO>, the Hands-On Experience Concept Shop]-----

1. A place to show techniques and products

<ANDO>, the Hands-On Experience Shop is not a place that merely displays products. We have aimed to show eye-catching, overwhelming displays as a space that can provide visitors with fresh surprises and feelings. On the wall in front of the entrance, you can see a wall-mounted display that utilizes rolls of tanmono cloth. We have adopted a kind of display that lets visitors enjoy the techniques and thoughts of ANDO as an installed display.



By systematically and dynamically displaying our tie-dyed products at the exhibition stands in the shop, we have come up with a way of conveying the features unique to tie-dyeing. We show visitors the techniques behind tie-dyed fabrics and dyeing in a visual and tactile manner. We imagine visitors being excited at what they see, wanting to hold the items themselves, and having lively conversations.

2. Tie-Dyed Fabrics and Dyeing Installation Lab: Business Discussion and Workshop Space

The Hands-On Experience Concept Shop has a space where business discussions and workshops can be held. In this space, we have adopted a ceiling and table based on the image of a cocoon. In addition, we have prepared materials such as publications related to tie-dyed fabrics, dyeing, culture, and manufacturing. We have aimed to create an environment in which ideas can easily come to mind when visitors come to the shop and see the many products with their own eyes, hold them, directly feel the colors and textures, and wonder what can be made. Through idea generation and research with designers and creators, and workshops with students and everyday people, we aim for this space to become **an installation**



lab for tie-dyeing and dyeing in which new exchanges between techniques, people and ideas can be born.

3. Thoughts on Holding Workshops: Experience the Joys of Creating

In the studio separated by glass next to the shop, visitors can actually experience dyeing. You can also observe participants enjoying themselves making their own dyes. In the future, we plan on using this space to hold workshops in which everyday people can participate. We have prepared hands-on experience programs for tie-dyeing handkerchiefs, tote bags, and t-shirts so that participants can experience creating things with their own hands, which is the starting point of creation. The work is not difficult and can be experienced in simple steps, but each item will have a completely different finish depending on the level of force and how much it is soaked. Experience the surprise at seeing a finish you did not expect when undoing

and spreading open the tied threads. Because the process is simple, participants can utilize different ideas in this workshop. Through this workshop, we deliver the joy and possibilities of making things.

We will announce the dates the workshops will be held on our official website.



[About Ando Co., Ltd.]

ANDO

Ando is a kimono accessory manufacturer in Kyoto which began in 1923 as a manufacturer of obi sashes and tegara hair cloths using the Kyo Kanoko Shibori style in Kyoto, and in 2023, we celebrate 100 years since its foundation. Ando wishes to go beyond the boundaries of kimono, and richly color the everyday lives of our customers by adopting traditional techniques and culture into our modern lifestyles, as part of our mission to “connect people with Japanese style.”

Company Name: Ando Co., Ltd.

President: Hiroshi Tsubokura

Head Office Address: 327 Yanaginobanba-dori Go-jo Agaru Kashiwaya-cho, Shimogyo-ku, Kyoto City, Kyoto Prefecture 600-8066

<ANDO>, Hands-On Experience Concept Shop Location: Same as Head Office

Business: Manufacture and wholesale of kimono accessories

Foundation: 1923

Website: <https://ando-kyo.co.jp/>

<SDGs Initiatives>

Ando Co., Ltd. established its SDGs declaration in April 2022.

Aiming for world-class product quality

Through thorough quality control we aim to manufacture Japanese products at a world standard level and deliver these products from Kyoto to the world.

- * Maintenance of ISO 9001 accreditation
- * Strengthening of our quality assurance and management system through JIS-based product testing
- * Traceability aimed at improving product quality



Environmentally Friendly Management

We endeavor to preserve the rich natural environment by achieving harmony between the natural environment and our business activities.

- * Maintenance of ISO 14001 accreditation
- * Installation of equipment that will lead to a reduction in CO₂ through participation in the “Kyo-VER Soshutsu Sokushin Jigyo Program”
- * Thorough implementation of measures to reduce waste, such as reusing leftover fabric and not using wrapping paper



Serving the people of the world

We endeavor to contribute to children's healthy growth through various activities aimed at passing down traditional Japanese techniques over generations.

- * Conducting cloth dyeing experiential classes at local elementary schools
- * Reviving the use of throstle yarn and generating local employment through the establishment of our Laos factory
- * Donating stationary supplies to elementary schools in Laos



[For Inquiries regarding This Press Release]

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