



Musubu
STUDIO



Brand Book

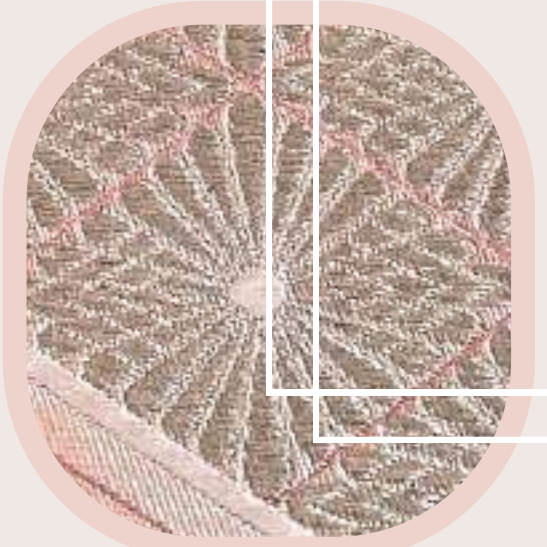


Brand Vision

Musubu – The Meaning Behind Our Brand

Like an obi that elegantly ties a kimono,
we weave strong connections between
the past and future, people, and
cultures.

Bringing Japan's regional culture and
traditional craftsmanship to the world.



Each piece is one of a kind
-An Art Piece.



Crafted from obi, traditional Japanese masterpieces woven with hundreds of shimmering silk, gold, and silver threads. Bring this exceptional art into your everyday life.

100% SILK
100% Made in Japan



The bag's lining, handles, and strap are
all made from silk



ABOUT



A BRAND BORN FROM A DEEP LOVE FOR TRADITION

Decades ago, I received a kimono and obi from my parents to celebrate a Coming-of-Age Day. I still remember the joy I felt, marveling at the beauty of the gold and silver threads. That moment became the foundation of what we do today.

Yet, I've also witnessed these once-treasured obi and kimono neglected, left in flea markets exposed to the elements. Seeing the value of traditional craftsmanship fade away broke my heart. It was this desire to preserve their beauty that inspired the creation of Musubu.

“This is where
tradition meets
timeless style.”



C u r a t e d O b i

– Timeless Beauty
Passed Down for Generations



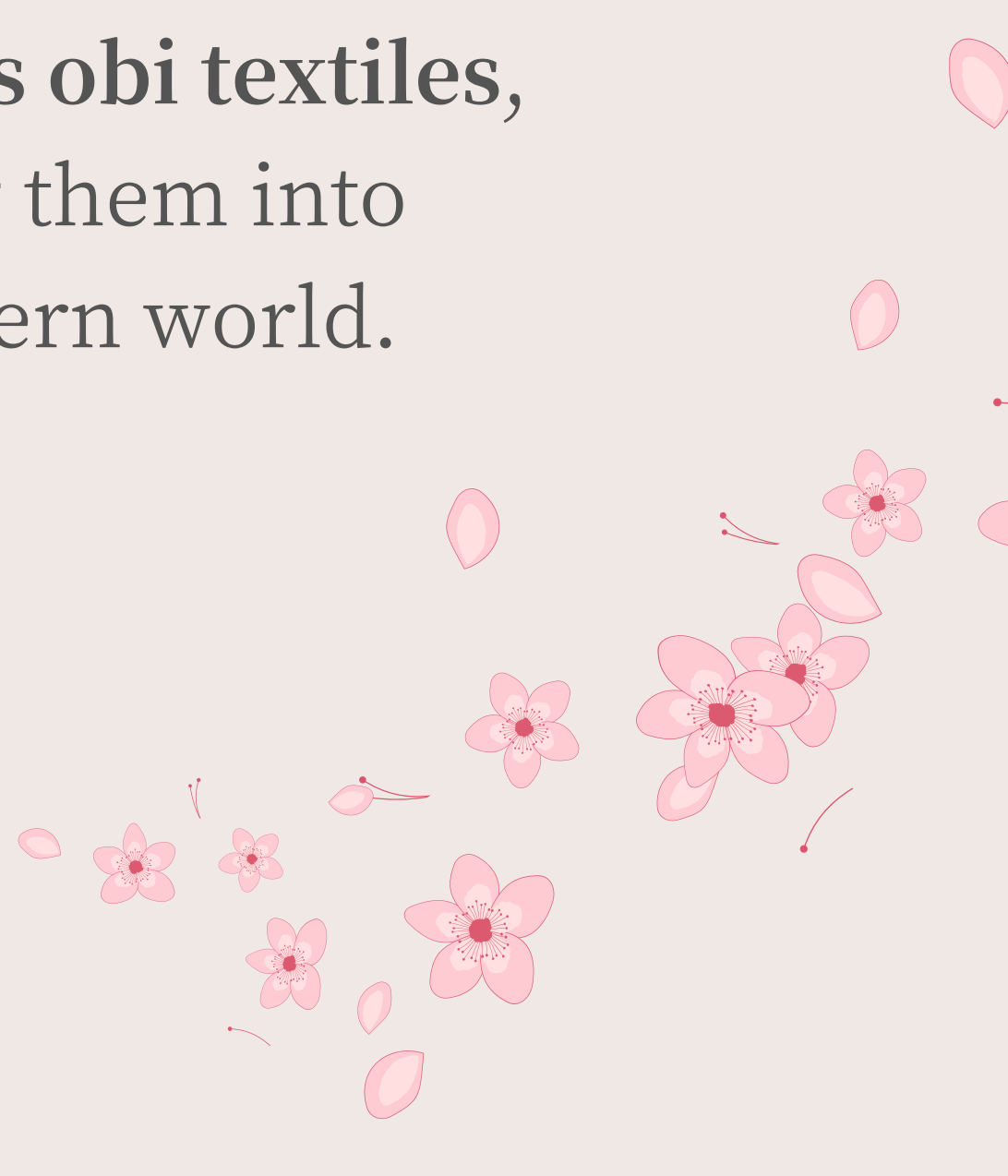


An obi is more than just a sash for securing a kimono.

It is a **symbol of elegance, craftsmanship, and cultural heritage**, refined over centuries. Originating in the **Nara period (710–794)**, obi designs became increasingly decorative by the **Edo period (1603–1868)**.

Today, obis are cherished as artistic masterpieces that embody **Japan's rich traditions and skilled craftsmanship**.

At **MusubuSTUDIO**, we carefully select **prestigious obi textiles**, such as Saga Nishiki and Nishijin Ori, transforming them into **timeless bags** that bring this heritage into the modern world.





Saga Nishiki – Gold foil weaving born from Edo court traditions.

Saga Nishiki and Nishijin Ori represent two of Japan's most revered textile legacies—each a distinct expression of beauty, heritage, and craftsmanship.

Saga Nishiki, originating in the Edo period, is prized for its luminous gold foil and dignified structure, historically reserved for imperial use.

Nishijin Ori, born in Kyoto over a thousand years ago, dazzles with vibrant patterns and intricate techniques—from gold brocade to tapestry-style weaving.

These extraordinary fabrics, once worn on special occasions, now find new life in Musubu STUDIO's creations—reimagined as wearable art, timeless and bold.



Nishijin Ori – Kyoto's 1,000-year heritage in every thread.

Kumihimo

– Traditional Craft Woven into Every Bag



Kumihimo is a Japanese braiding technique that intertwines silk threads into beautiful, functional cords. At MusubuSTUDIO, we incorporate this traditional craft into the handles and straps of our bags. Carefully selected silk linings and materials enhance the obi's beauty, resulting in bags of timeless beauty and craftsmanship.

U n d e r s t a n d i n g t h e M e a n i n g o f M o n

The Beauty of Tradition, the Stories Woven into Obi

The patterns that adorn traditional Japanese kimono and obi are called mon (or monyō), each carrying deep meanings and stories passed down through generations.

For instance, the butterfly symbolizes beauty and transformation, representing feminine grace and success in life.

Here, we introduce some of the most iconic patterns and their meanings.

Discover the world of Japanese beauty through the stories woven into each obi.





Butterfly Motif

Transforming from an unappealing caterpillar into a beautiful butterfly, this motif is believed to symbolize feminine beauty. Since butterflies undergo multiple molts before soaring gracefully, they are considered auspicious, representing success, social advancement, and even immortality. This made the motif popular among samurai families. However, because butterflies flutter from flower to flower, some associate them with unfaithfulness, leading some to avoid this motif at weddings.





Houou

The legendary bird 'Phoenix' has been revered as a divine creature in China since ancient times. It symbolizes nobility, purity, immortality, marital harmony, and protection from evil. A perfect motif for special occasions.

Shakuyaku

Peony Patterns carry wishes for a woman to grow with beauty, grace, and modesty. These flowers have long been symbols of nobility, prosperity, and feminine elegance.





Mukai-tsuru

This motif features two cranes facing each other, forming a diamond shape. The pair of cranes symbolizes a married couple and represents longevity and marital harmony. As a prestigious pattern, it is often used on high-ranking kimono, especially for wedding attire.

Kikkō-mon

Both cranes and tortoises are considered auspicious symbols of longevity and good fortune. The hexagonal shapes in this pattern resemble a tortoiseshell, and within each hexagon, an imaginary flower blooms, adding to its elegance and symbolism.



Musubu's ICON



DOUBLE RIBBON CLUTCH

A one-of-a-kind clutch with a double ribbon —elegant, glamorous, and irresistibly cute. Perfect for parties and special occasions.



A luxurious bag
crafted from 100% silk with
gold and silver threads.



Note: Each piece is one-of-a-kind. The designs shown in model photos are representative of the craftsmanship and style found throughout our collection.

Wearable Art



Like displaying a painting,
we carefully select the most beautiful
part to craft each piece.

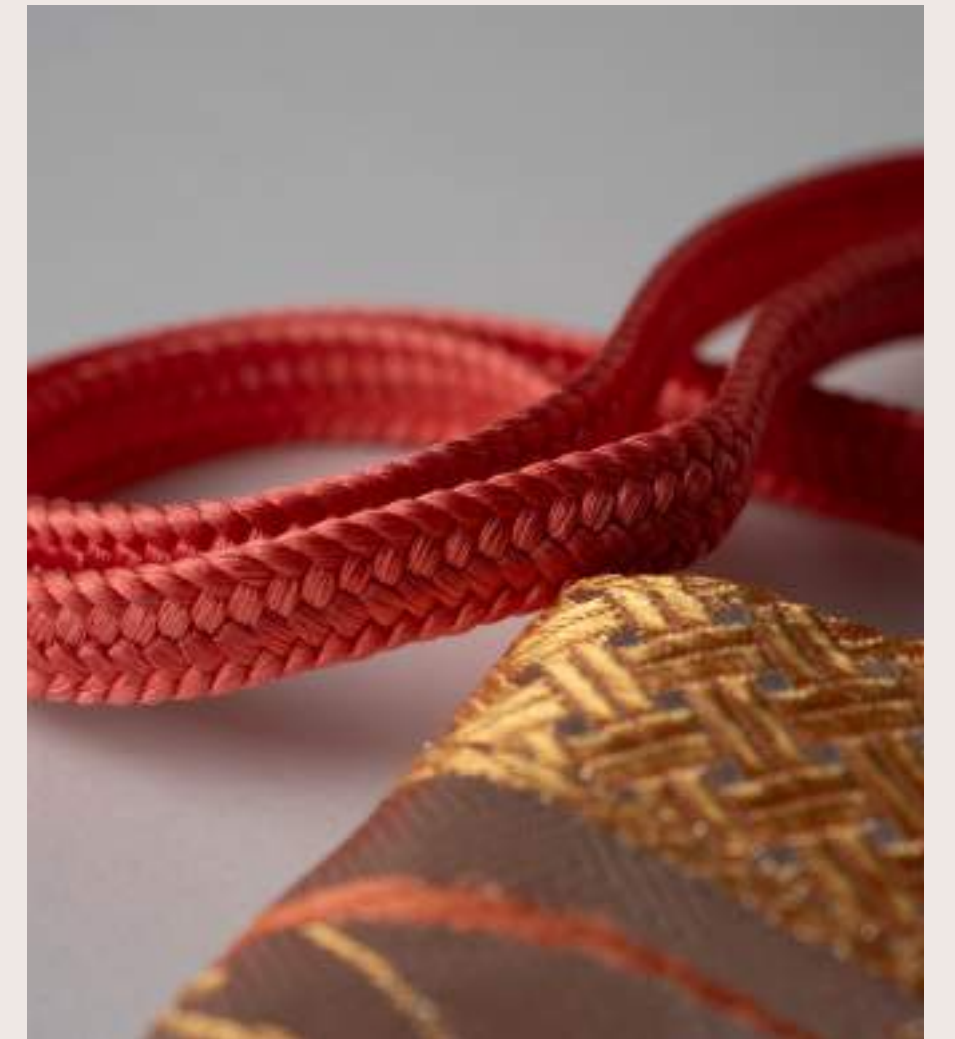
Perfect for a quick outing
or everyday fashion.
A practical A4-size bag that
fits a 13-inch laptop.



Essentials at hand



Add a touch of flair to your
simple outfit.

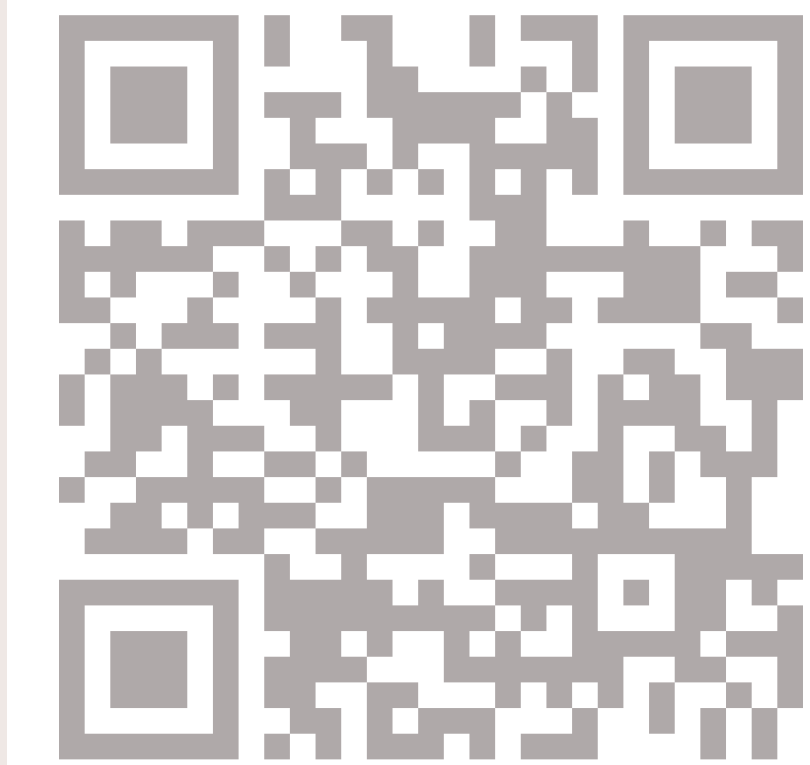
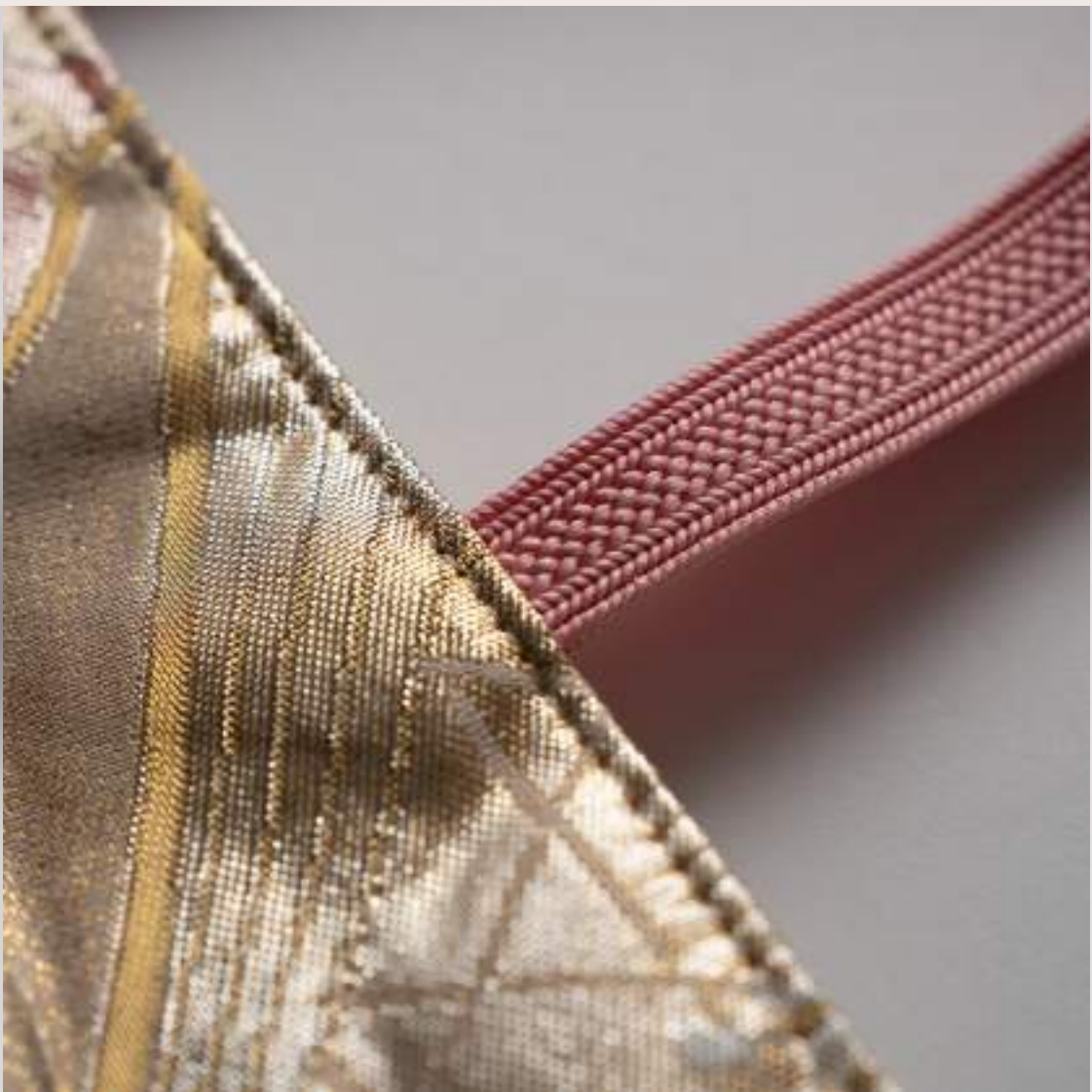


A perfect everyday
sacoché that fits your
phone and a mini
wallet.





@musubu_studio



Follow us on Instagram!



Musubu's Commitment to Sustainability

☑ Reviving Vintage Obi

We carefully select high-quality vintage obi and transform them into contemporary lifestyle pieces. By preserving traditional patterns and craftsmanship, we create new value that can be passed on to future generations.

☑ Minimizing Waste Through Design

We maximize the beauty of each obi by using its most exquisite sections for tote bags, repurposing remaining fabric into sacoches and accessories. Even the smallest fabric scraps are upcycled into hair accessories, ensuring that no material goes to waste.

☑ Commitment to Sustainable Materials

We use 100% natural silk obi and linings, incorporating biodegradable and eco-friendly materials. Our approach balances elegance with environmental responsibility.

☑ Eco-Friendly Production & Packaging

We produce only what is needed to avoid overproduction and reduce waste. Additionally, we use reusable packaging to minimize environmental impact while maintaining a sense of beauty and care.



FOUNDER & BRAND DIRECTOR OF MUSUSTUDIO

Yuka Kawano

Yuka Kawano is a Tokyo-based entrepreneur who bridges aesthetics and technology to create new cultural and social value.

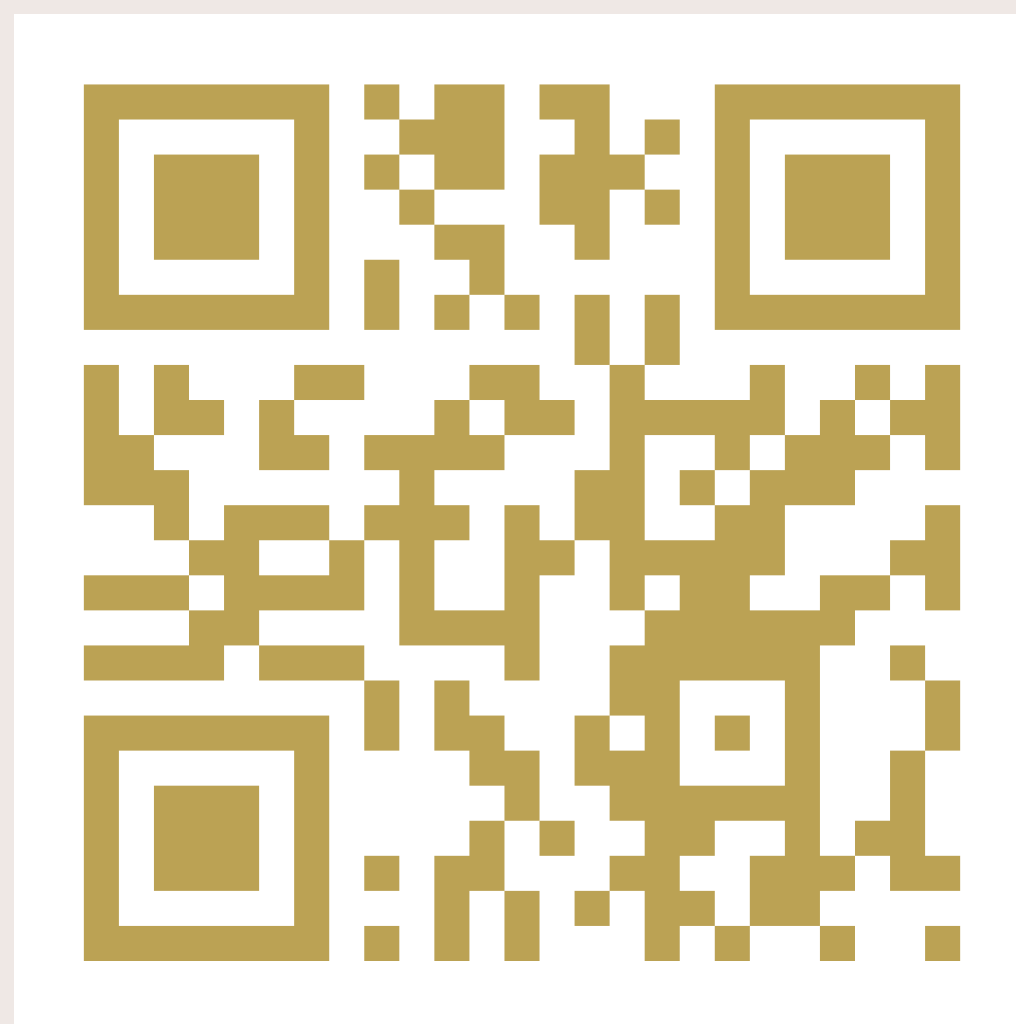
She founded **BranPeak LLC** in 2023 to explore innovation in digital marketing, Web3, and AI—after leading digital at global brands like **Marc Jacobs (LVMH)**, **DIESEL**, and **Triumph**.

In 2024, she launched **Musubu STUDIO**, a sustainable fashion brand upcycling vintage obi into wearable art. In 2025, she is taking the brand global, with showcases in Cannes, Milan, and Los Angeles, blending tradition with contemporary sensibility.

She also co-founded **Kyoso DAO**, Japan's first DAO-structured LLC, promoting regional revitalization and traditional crafts through Web3.

That same year, she produced **AI Marketing BB**, Japan's first AI × Marketing conference, held at The National Art Center, Tokyo. Her life's work is to **build brands that connect beauty, technology, and purpose—locally and globally.**

Shop Now



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