

October 15, 2025

Working Hasegawa Co., Ltd.

Japan's Sustainable Medical Wear Brand “sukui” Wins the Good Design Award 2025

– From Supporting the Medical Field to Designing a Sustainable Future –

Working Hasegawa Co., Ltd. (Head Office: Kaho District, Fukuoka Prefecture; CEO: Shinichi Hasegawa) is proud to announce that its sustainable medical wear brand “sukui” has been selected as a winner of the Good Design Award 2025 (organized by the Japan Institute of Design Promotion).

sukui was highly recognized for its design that balances usability, comfort, and environmental consideration within the public and demanding context of medical workplaces.

Building on this award, the company will continue to advance the creation of sustainable value and contribute to society through sukui, striving to shape a more sustainable future inspired by the realities of the medical field.



Evaluation Comments from the Jury

“This product was recognized for its steady approach to addressing social issues such as clothing waste and environmental impact from the highly public context of medical workplaces. By selecting hemp materials and

applying innovative spinning techniques, it achieves both comfort and environmental consideration. The entire manufacturing process — including post-dyeing, repair, and recycling systems — minimizes resource waste. Furthermore, the introduction of a blockchain-based Digital Product Passport (DPP) enables the visualization and reliability of CO₂ emissions data. The compostability demonstrated through pilot testing also highlights the project's social significance and practical execution.”

Exhibition Information

The award-winning product will be exhibited at **GOOD DESIGN EXHIBITION 2025**, an event showcasing all winners of the Good Design Award 2025, held at Tokyo Midtown in Roppongi, Tokyo, from November 1 (Sat) to November 5 (Wed).

- **Dates:** November 1 (Sat) – November 5 (Wed), 2025
- **Venue:** Tokyo Midtown (9-7-1 Akasaka, Minato-ku, Tokyo)
- **Time:** 10:00 a.m. – 7:00 p.m. (*until 6:00 p.m. on November 5 only*)
- **Details:** Exhibition of all award-winning designs from the Good Design Award 2025

This exhibition offers a valuable opportunity to see the product and its initiative in person. We warmly invite you to visit.

Official Good Design Award Website

<https://www.g-mark.org/gallery/winners/31856>



About the Good Design Award

The Good Design Award is Japan's leading design evaluation and promotion program, which originated from the Good Design Selection System established in 1957. As a globally recognized design award joined by numerous companies and organizations from Japan and abroad, it aims to enhance the quality of life and leverage the power of design to address social issues and challenges. The award's symbol, the "G Mark," has become widely recognized as a mark of excellence in design.

<https://www.g-mark.org/>

Contact Information

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About Working Hasegawa Co., Ltd.

Founded in 1978 in Fukuoka, Japan, Working Hasegawa Co., Ltd. has continuously supported working people through the production and sale of workwear. With the growing importance of environmental consciousness in manufacturing globally and observing the EU's advanced initiatives, we felt a strong need to shift towards environmentally-friendly garment production in Japan. To this end, we launched our sustainable medical wear brand, sukui, promoting the development of sustainable wear based on circular economy principles. We aim to establish standards for resource circulation and low environmental impact by collaborating with like-minded companies domestically and internationally, striving to bring about positive social change for future generations.