

Objects from Life by the Sea

Architect Mario Shimodaira Presents a Limited-Time Collection at Ginza Itoya



HAYAMA, Japan — MARIO DEL MARE, a lifestyle brand founded by architect Mario Shimodaira, will present a limited-time collection at the 3rd Floor of Ginza Itoya, one of Japan's most renowned stationery stores, from July 7 through August 10, 2026.

The collection features four products inspired by everyday life by the sea in Hayama:

- 22pen – an ultra-slim dual-color ballpoint pen
- A4 Memo Wallet – a minimalist notebook and wallet
- PEN HOLSTER – a dedicated leather holder for the 22pen
- ZERO HOLSTER – an elegant eyewear holder

Designed in Hayama and handcrafted in Japan, each product reflects Mario Shimodaira's approach to creating practical tools for everyday life through architecture, craftsmanship, and thoughtful design.

About MARIO DEL MARE



The name MARIO DEL MARE means 'Mario of the Sea' in Italian.

Founded by Rome-born architect Mario Shimodaira, the brand develops lifestyle products inspired by everyday life along the coast of Hayama, Japan.

Rather than creating products through market research, MARIO DEL MARE begins with objects the architect genuinely wanted for his own daily life. Every product is born from real experience and refined through continuous use.

Why Ginza Itoya?

For more than 120 years, Ginza Itoya has been one of Japan's leading destinations for stationery enthusiasts, attracting visitors from around the world.

Presenting this collection at Ginza Itoya introduces MARIO DEL MARE to an international audience through a store recognized for quality, craftsmanship, and design excellence.

Product Highlights

ZERO HOLSTER

An elegant way to carry your eyewear.

Designed to keep sunglasses or eyeglasses secure and easily accessible, ZERO HOLSTER can be worn like an accessory while allowing greater freedom of movement.



22pen

Capture every idea in two seconds.

The name 22pen combines '2 Seconds' and '2 Colors.' Designed to reduce the time between opening a notebook and beginning to write, the 5.7 mm-thin pen clips into a notebook like a bookmark, making it ready whenever inspiration strikes.



PEN HOLSTER

Keep your pen within reach.

Designed exclusively for the 22pen, PEN HOLSTER attaches easily to clothing or bags, allowing the pen to be carried comfortably throughout the day.

A4 Memo Wallet

A notebook and wallet designed to travel light.

Created for people who prefer to carry only the essentials, the A4 Memo Wallet transforms a single sheet of ordinary A4 paper into a compact notebook while also functioning as a wallet and card holder. Made from premium vegetable-tanned leather from Tuscany, it develops a rich patina over time.



Creator's Comment

"Creating things has always been part of my everyday life. Many of the products I design begin with a simple thought: "I wish something like this existed."

Rather than starting with marketing, I start with my own experience—walking along the beach, traveling, working, and living in Hayama.

I believe architecture, stationery, and everyday objects all share the same purpose: creating tools that make life just a little richer than yesterday.

I hope visitors to Ginza Itoya will not only discover these products, but also enjoy the stories behind them."

— Mario Shimodaira

Event Information

Event: MARIO DEL MARE Limited-Time Collection

Dates: July 7 – August 10, 2026

Venue: Ginza Itoya Main Store, 3rd Floor

2-7-15 Ginza, Chuo-ku, Tokyo, Japan

Products: 22pen / A4 Memo Wallet / PEN HOLSTER / ZERO HOLSTER

Retail Price: ¥3,300 – ¥13,200

Online Store: <https://shop.delmare.co.jp/>

Company Information

MARIO DEL MARE

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