

FOR IMMEDIATE RELEASE

HUIS Brings Apparel Woven on Japan's Last Antique Shuttle Looms to Singapore

From 22 June 2026, the Internationally Acclaimed Brand will Make its Debut at LUMINE SINGAPORE



SINGAPORE, 8 June 2026 — For the first time in Southeast Asia, HUIS will be bringing their apparel to LUMINE SINGAPORE, Raffles City Shopping Centre from 22 June to 19 July, 2026. HUIS is a Japanese apparel brand known for working exclusively with Enshu-orimono (遠州織物), extraordinarily fine textiles produced by antique shuttleloom machines run by highly specialised craftsmen. These venerable machines were in fact, first produced in Enshu, Shizuoka; yet only a handful remain running today.

Weaving a Future for a Fading Tradition

Founded in 2014 by Masaki Matsushita, HUIS exists because they believe that Enshu craft deserves to be part of everyday life. The Enshu region, located in the western part of Shizuoka Prefecture, has produced fine textiles since the Edo period, owing to the region's rich water supply from the Tenryu River and a warm climate ideal for producing cotton. In the Meiji era that followed, the shuttle loom was invented in Enshu, and the principles behind its engineering were directly applied to the industrial machines that would define Japan's place in the 20th century as a manufacturing giant. As globalisation continued and shuttle loom technology became seemingly antiquated, the craftsmen of Enshu made a deliberate choice to pursue quality as their craft and livelihoods came under existential threat.

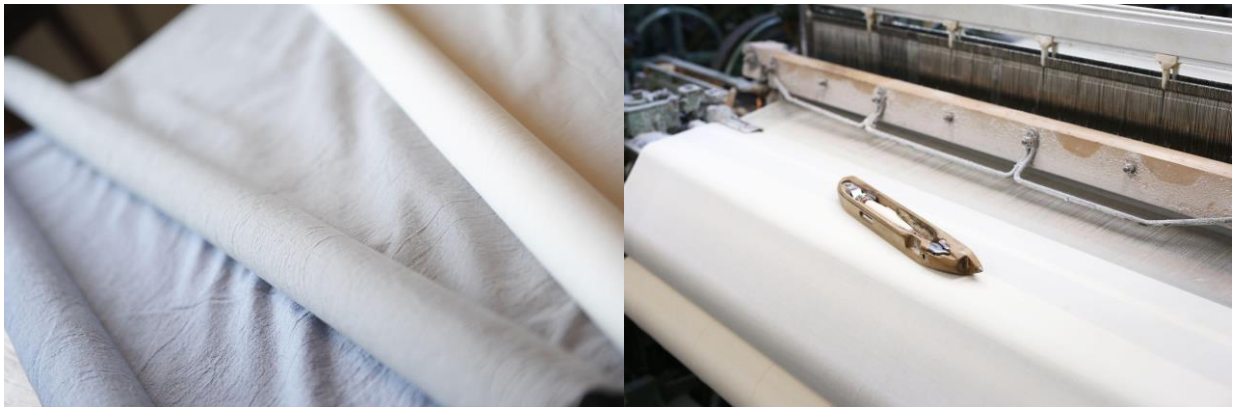
When Masaki first visited the Enshu Textile Cooperative on a colleague's recommendation, he did so entirely in his duties as a civil servant promoting local industries. Coming face to face with the

craftspeople and their weaving machines, he was moved by these were people who had spent decades perfecting something most of the world had simply never encountered. Through HUIS, Masaki hopes that the pride the craftsmen of Enshu have can be shown to Japan and the rest of the world.



The Last Looms

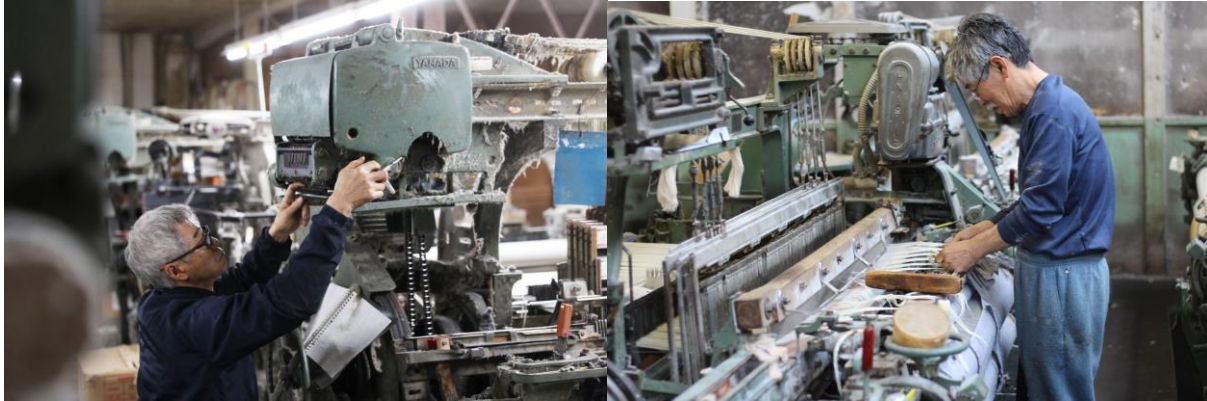
The shuttle looms of Enshu go beyond merely a preservation of traditional techniques. The craftspeople have a word for what they pursue: *fūgai* (風合い). The term encapsulates the feeling of air meeting cloth, referring to a sensory impression of a fabric. The experience of cloth beyond how it feels to the touch, to how it sits against the body, and how it behaves over time. In their pursuit of *fūgai*, the looms have been modified by hand to go even slower than their original design intended.



Each HUIS garment produced in Enshu by the shuttle loom requires extensive and meticulous work from craftsmen that can take up to 30 times longer than the conventional method, taking

days to manually load and calibrate the machine. Shuttle looms that weave slowly put minimal stress on the hyperdense threads of the fabric, allowing natural materials to keep their original qualities. The physicality of the looms movement weaves air into the structure, creating a floaty softness. There is no need for any chemical or softening treatment. While most fabric deteriorates, Enshu-orimono garments mature with each wash, allowing the weave to reveal its natural character over time.

The fabric woven in Enshu is unique to the region not just because of the shuttle loom, but because of an ecosystem from yarn to finished fabric that the craftspeople have carefully and deliberately nurtured. Their conviction to traditional weaving methods has preserved textile knowledge passed down over generations. The cloth they produce has quietly earned the trust of the most demanding maison brands. Most of the people who made it have never been told.



International Recognition

In 2023, HUIS first presented their fabrics at an Enshu textile promotion event organised by the City of Hamamatsu in the French capital. Visitors frequently recognised the quality of the fabric instinctively, and the response was immediate. The following year, in autumn 2024, HUIS held their first independent pop-up in the **Le Marais district** — Paris's most discerning fashion neighbourhood, home to avant-garde boutiques and established design galleries. Visitor numbers and sales once again exceeded all expectations. They returned again in Summer 2025 and Spring 2026.



The Singapore debut marks HUIS's first step into Southeast Asia, reflecting growing global interest in heritage-led, consciously made fashion. As one of Asia's most internationally connected cities, where multiple cultures converge and a sophisticated metropolitan taste has emerged, Singapore acts as the ideal gateway to share HUIS with the world.



“When Parisians reached for our cloth and recognised its quality without being told a thing, I saw something shift in the people who had made it. That moment of being seen across cultures is what HUIS is working toward. Singapore feels like the next part of that same story.”

— Masaki Matsushita, Founder & CEO, HUIS

The Enshu Edit

Visitors to HUIS’s Southeast Asian debut can expect a curated selection of garments, featuring an expressive line-up of Enshu-orimono fabrics. Some of the highlights of their Singapore edition include:

The **Giza Cotton Broad Blouse** (SGD 204) uses refined Enshu weaving techniques to further elevate Giza Cotton, an Egyptian staple fibre known for its exceptional rarity and distinctive sheen. This fabric made of extremely thin thread, is among the finest weaves commercially produced. The result is a blouse that feels almost weightless against the skin, and a lustre that no synthetic can imitate. The blouse itself features a distinctive band collar to set it apart from standard shirting and features a relaxed fit that suits a wide range of body types, a reflection of the free-size philosophy HUIS applies across its range.



The **Sun-Drying Ramie Linen Balloon Pants** (SGD 272) tells a different story from the same tradition. Linen at a high thread-density is incredibly difficult to produce, and it is a feat only possible with shuttle looms. The slower weave from the very involved production process allows the natural texture to fully express itself, sun-dried in the warmth of the Shizuoka climate to

produce a fabric full of character. The balloon silhouette has become one of HUIS's most recognisable designs — a deliberately quiet piece that reflects their no-frills philosophy.



All garments at the pop-up are made in Japan and machine washable. Many more pieces are to be discovered on-site at LUMINE SINGAPORE.

Japan in LUMINE SINGAPORE

The HUIS pop-up is the latest chapter in an ongoing programme of carefully selected Japanese artisan showcases. Previous editions have included the **Wakayama Knit Project** (March–April 2026), which celebrated the heritage knitwear traditions of Wakayama Prefecture, and the **Kobe Shoe Manufacturers Pop-Up** (April–May 2026), which brought the craftsmanship of Japan's renowned Kobe footwear industry to Singapore for the first time.

This commitment reflects LUMINE's broader philosophy: that Singapore, as one of Asia's most internationally connected cities, is the ideal gateway through which Japan's finest regional industries can reach the world. LUMINE SINGAPORE is committed to continuing this series — bringing further exceptional Japanese craft traditions to Raffles City in the months ahead.

Pop-Up Details

Dates: 22 June – 19 July, 2026

Opening Hours: 10:00 am – 10:00 pm daily

Location: LUMINE SINGAPORE, Raffles City Shopping Centre, #01-01, 252 North Bridge Road, Singapore 179103

Website: [LUMINE SINGAPORE](https://lumine.sg)

Instagram: [@lumine.sg](https://www.instagram.com/lumine.sg)

About HUIS (ハウス)

HUIS is a Japan-based apparel brand founded in 2014 in Hamamatsu City, Shizuoka Prefecture. The brand specialises in garments made from Enshu-orimono fabrics woven on rare antique shuttle looms in Japan's Enshu region. HUIS is committed to preserving traditional textile craftsmanship while making it relevant to modern daily wear. All products are made entirely in

Japan. The brand operates showrooms across Japan and has held annual pop-ups in Paris since 2023.

About LUMINE SINGAPORE

LUMINE SINGAPORE is the first and only global flagship of LUMINE Co., Ltd., Japan's premier fashion and lifestyle retail group, which operates shopping centres connected to Tokyo's major railway stations. Opened in August 2024 at Raffles City Shopping Centre, the 7,000 sq ft store is home to a curated selection of Japan's leading fashion brands — including BEAMS, UNITED ARROWS, and TOMORROWLAND — alongside a dynamic pop-up programme dedicated to introducing Singapore to the finest regional crafts and industries from across Japan.

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