



NewsLetter

Vol.2, 2021

Night time has played an important role in Japanese culture. It is said that the uniqueness of Japanese culture was developed during night-time while people talk and drink in their place of comfort. Nighttime is special to everyone. This issue of Japan Street Newsletter is introducing

Japanese items which can enrich your nighttime. This newsletter also categorizes them into four important elements: fragrance, self-care, writing letters and your space that to compose your night time.

Enjoy!

From Japan Street Team

JETRO

*Make
Your Night-time
Special*



(A)

01 Fragrance

Crinkle Candle, Limestone Diffuser

Naturally and uniquely designed candle made of soy wax. Handmade ceramic diffuser with a stone-like design. Kitchibe's candles and diffusers were created in a collaboration between Shiono Koryo, a Japanese fragrance company with over 200 years of history, and

world-renowned Japanese product designers. Kitchibe's original scents inspired by Japan's four seasons, culture and sense of beauty, and original diffusers with warm and organic designs gently refine your evening time and space. Please feel the tradition, culture

and nature of Japan through these products worthy of the "Made in Japan" title and brought to life through sophisticated sense and experiences. Japan's four seasons, culture and the sense of beauty expressed by "scents" will refine your time and space.



KITCHIBE Co., Ltd.

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(B) Crinkle Candle (C) Limestone Diffuser



*Fragrances extracted from
Japanese natural ingredients will bring
your night-time to the next level.*

ITO OKASHI (*Matcha Incense*)

Look at the incense! It looks exactly like Japanese traditional sweets. It's a safe bet that most Japanese attempt to eat it when seeing it for the first time. The incense is made from Uji-matcha, locally grown green tea in Kyoto. It

fills your room with the pleasant and delicate smell of tea when you roast it on an incense stand. Incense Kitchen uses wooden molds which are used to shape Japanese traditional sweets for its incense.

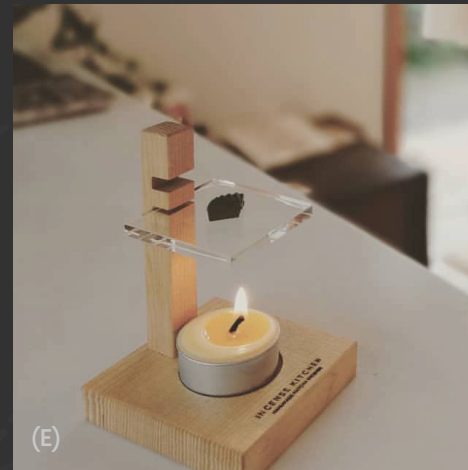


(D)

INCENSE KITCHEN

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(D) Ito Okashi (E) Ginyo



(E)



INCENSE IN JAPAN

The fragrance used to play an important role in Japanese history and culture. During the Heian period, 794-1185, upper-class people were not allowed to wear what they wanted, except for their fragrance. The fragrance was the only way to express their personality to others. They recognized people based on fragrances. The fragrance was also used to communicate their feelings to others. When they sent letters, they picked incense that expressed their feelings and transferred the scent to the letters so that those who got them received messages and fragrance.

02 Self-Care

Duetto (Mug cup), Sousou dobbin set (Teapot 1pc & Cup 2pcs)

Esthetically sophisticated and refined mug cups are here. These cups and saucers are produced by Japanese designers with traditional techniques. Since they are hand-made, the colors of each cup are slightly different. And these differences make your cup the one and

only of its type in the world. It's like each cup has an emotion and face. Ceramic Japan's collections are popular among younger generations in Japan. Their products are high-quality but affordable. Their simple and modern design is also a reason that young people seek them out.

CERAMIC JAPAN Co.,Ltd

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(F) Duetto (G) Sousou dobbin set



*Sometimes
all you need
is a good cup of tea
with your special cup.*

(F)

Dahlia, Hasami Ware

(Teapot 1pc & Cup 2pcs set)

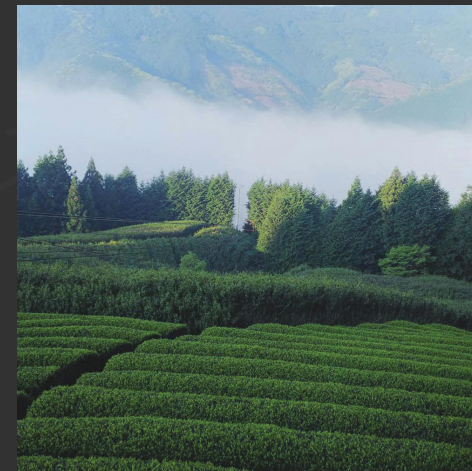
Hasami ware consisting of one teapot and two cups. This teapot and cup set is Hasamiyaki, traditional Japanese pottery produced in Nagasaki Prefecture. Since Hasamiyaki is very strong and rarely breaks, it has been traditionally used by Japanese people on a daily basis. While beautiful on the outside, its

design is also user-friendly. The shape of the handle and lid are designed so that it can be easily held with one hand. The tea strainer inside the pot is also so deep it nearly touches the bottom, so that the pot can be used even when you only need to make one cup of tea.

J-kitchens Co., Limited.

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CHILL TEA TOKYO



CHILL TEA was originally created to spread organic Japanese tea harvested in Japan all over the world. Each flavored tea is mixed with Japanese organic tea with different ingredients like cherry blossom paddles. CHILL TEA introduces various flavored green tea and roasted green tea, such as ginger lemon green tea and yuzu green tea. When you pour boiled water into a cup, you can smell the refreshing flavors. Before bed, pour some CHILL TEA and spend some time for yourself.



Chilty Co., Ltd

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03 Writing letters



Greeting Card Nature

The decoration on these greeting cards is created with Japanese traditional paper, washi. Reminiscent of the details of feathers, leaves or fish, the fiber of washi appears to capture nature in a card. Creating this decoration requires advanced skills in washi making.

Why not spend a relaxing evening writing a letter with one of these washi greeting cards to a family member or someone dear? Upon receiving it, after reading your message, the recipient can use the card as room decoration.

Ieda Paper-Craft, Inc.

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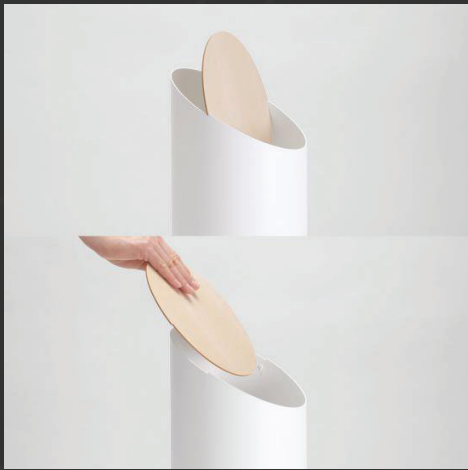


04 Your Space

MOHEIM series

SWING BIN

(Trashcan)



HORN



TIN BOX



Simple trashcan, simple clock and simple box. They look clean and fresh. They seem as if they have been there for a long time in your house, hotel or office. If you want to make your space to look modern and put together but don't know how, they are the go-

to products. You don't even have to think about it. Just grab and place them in your room. They will make the space fashionable. The Plastics' dust box is named "SWING BIN", which has won the domestic and international Design Awards.

Plastics Co., Ltd.

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TAKE A DEEP BREATH

Meditation helps to release tension from your body, and reflect on yourself.

Try easy mediation.

Tips for quick mediation.

1. Sit comfortably
2. Close your eyes
3. Breathe naturally

Focus your attention on the breath and on how the body moves with each inhalation and exhalation.

**TAKING CARE
OF YOURSELF
WITH YOUR
FAVORITE
PRODUCTS**

*Forget about your busy days, and take a moment.
Spend a relaxing night in your space
filled with special items.*



Cocolan (Yame Lantern)

Chochin, Lantern in Japanese, is a type of traditional lamps in Japan, and samurai from 300 years ago also used them. Even today, those lanterns are used during summer festivals. Yame Lantern was originally created to celebrate a Buddhist

summer festival. The warm light that comes through the lantern's paper pattern will make anyplace home. At Shiraki Craft, many young and talented artists learn traditional skills and make modern lanterns.

SHIRAKI CRAFT &
ARTS Co., Ltd.

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**See you at
the next issue!**

