

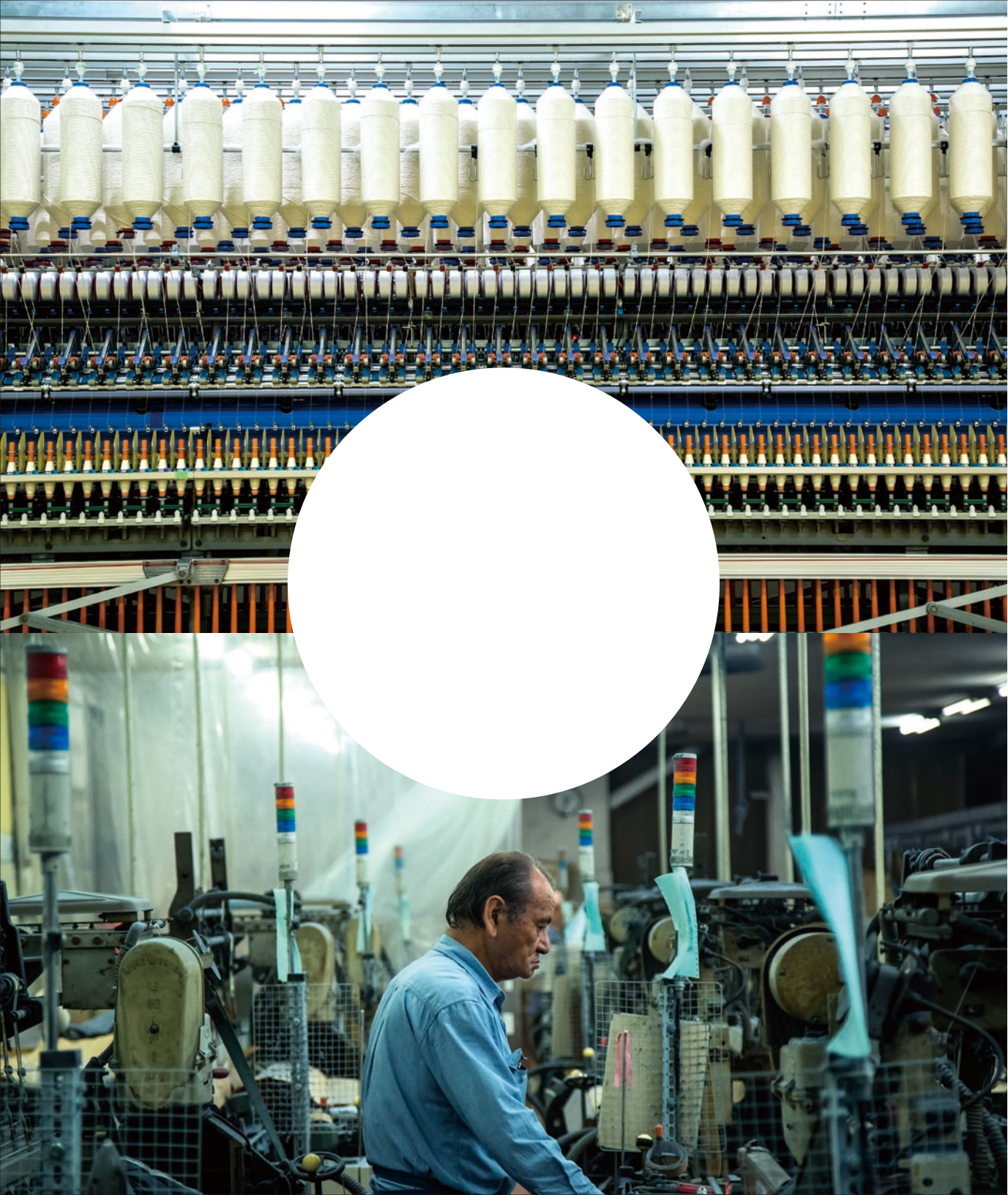


J A P A N D E N I M

the Masterpiece



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Why is Japan Denim
loved and chosen
around the world?

History

The regions located on the coast of the Seto Inland Sea from the western part of Okayama prefecture to the eastern part of Hiroshima prefecture, have flourished in cotton and Japanese indigo cultivation since the 1600s, and have prospered as one of Japan's leading textile producing regions.

In the 1960s, Japan began to import jeans in earnest. It attracted the younger generation, and the production of domestic denim accelerated. With this, our knowledge and technology related to the production of denim, such as spinning, dyeing, weaving, sewing, and processing, have gradually accumulated. The regions have currently grown to be Japan's largest denim production area, with a more than 80% share of the domestic market.

Japan Denim continues to evolve in a uniquely Japanese way through its use of traditional textile production methods, indigo dyeing techniques, and our own original concepts producing a one-of-a-kind quality denim. Our denim products contribute to improving the brand value of famous fashion houses around the world and continue to be loved by many fans.

Japan Denim Production Area Map





Photo at KUROKI Co., Ltd

Selvage denim

Selvage denim is woven on a traditional shuttle loom and features a fray stop at both ends of the fabric called the "ear" in Japanese. The secret to its continuing popularity is its "texture". Unlike automated high-speed weaving looms, a shuttle loom has adjustable gears, which the weaver can change, thereby lowering the speed and allowing the weft threads to be opened widely. This method is called "rotation weaving" and is unique to Japan. It produces a natural unevenness to the weave due to the looseness, non-uniformity, and analog nature of the process giving a gentle texture unlike a flat weave produced on a high-speed loom. These "calculated imperfections" are the product of a skilled craftsman. Our denim attracts fans from all over the world with this "individuality" embodied in each bolt of fabric and its "rich expression" that varies across the ages.



Photo at KUROKI Co., Ltd



Photo at KUROKI Co., Ltd



Photo at SHOWA Co., Ltd



Photo at KUROKI Co., Ltd

Rope dyeing



Photo at KUROKI Co., Ltd

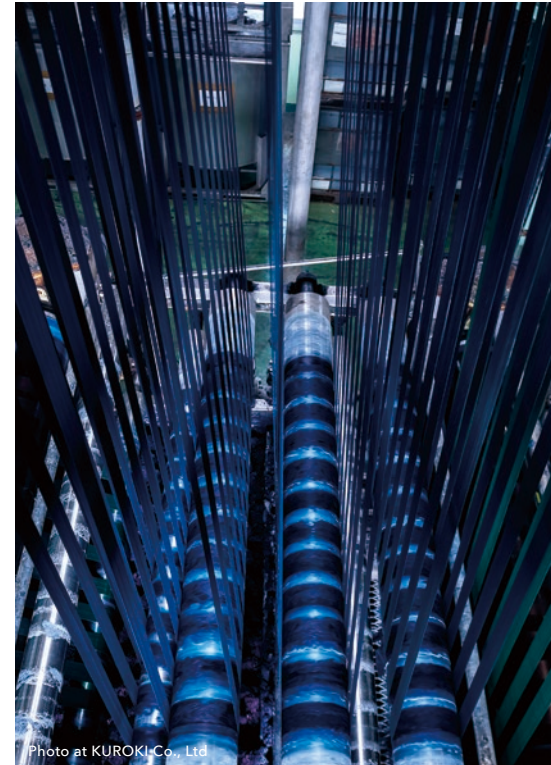


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The delicate technologies of rope dyeing, which includes specific machinery and methods, are highly guarded trade secrets of each company. Each have their own original ingenious techniques creating their own individuality and strengths. For example, some companies are capable of dyeing very thick thread up to 40 oz. with consistent quality, while others achieve a rich indigo blue unattainable elsewhere. From thick to thin threads, from light to dark colors, a wide range of adaptability expands the possibilities of design and stirs the imagination of creators. In addition to their commitment to the dyeing process itself, many companies contribute to quality improvement by giving feedback during both the pre- and post-manufacturing processes based on their experience in the dyeing stage of production. For example, it is possible to make improvements such as to the development of yarns that are more suitable for dyeing, enhancing strength, etc., based on information such as fiber dyeability and strength. A cooperative system aims to raise overall quality of this production area and enhance the integrity of denim made in the regions through collaboration, throughout the entire production process.

Organize & finish



Photo at SANYO SENKO Co., Ltd



Photo at SANYO SENKO Co., Ltd



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Photo at WHOVAL Co., Ltd



Photo at WHOVAL Co., Ltd

Our organization and processing raises product value by instilling individuality in denim. For example, a technique that draws out colors and expresses shaded patterns, unlike a print which applies solid colors. Because the discharge agent is both colorless and transparent, it cannot be visually discerned when the fabric goes through this stage of production, and the final color is unknown until the steaming and washing process is complete. The craftsmen repeatedly test and finely-adjust the press pressure in production both visually and through their own intuition to improve accuracy. Because denim already has a deep color, it is more suitable to draw out the color rather than add to it. The natural fading of the color allows you to long enjoy the texture without the color pattern peeling off. At each processing site that undertakes washing, scrubbing, remaking, and more, we are diligently applying ourselves using wisdom, experience, and ideas to determine how best to bring out and display the infinite charm of denim. The pride of the denim craftsmen is enhancing the quality of the processing through advanced technology that enables the desired result with high accuracy, the creativity to produce new value, and above all, the ability to deliver the world's best quality denim created by their own hands.



Photo at WHOVAL Co., Ltd

Environmental measures

The denim production area is rich in nature. Rice paddies and fields stretch out next to the factories, and houses line their borders. It is obvious that industries pay close attention to their environmental impact as industry has coexisted with the region for a long time. For example, factories are equipped with the latest high-performance wastewater treatment facilities, the dyes are cleaned using electrolytic water, and the use of chemicals and fuels is restricted. We practice sustainable denim manufacturing that eliminates environmental burdens to the extent possible, enabling a coexistence with nature.



Production systems – "Integrated" and "collaborative"

Some companies pursue a path in which professionals connect with one another, taking mutual advantage of each other's strengths in every stage of production; such as spinning, dyeing, weaving, sewing, and processing, and this "specialized and collaborative production" all creates a single product. Other companies handle multiple production processes, and this "integrated production" allows them to pursue their own ideal denim, and at the same time accumulate their own in-house know-how. Regardless of company size, each company aspires to produce the best denim in their own style and has seen the evolution of this region as a denim producing region.



Inheritance

The input of a skilled technician is indispensable to the expression of the unique personality of Japan Denim. The texture unique to "handmade goods," which cannot be achieved through automation, requires skill produced by rich experience and refined sensibility. Connecting and transmitting these valuable techniques to the next generation is vital to protect the value of this production region. You can see skilled veterans with decades of experience enthusiastically guiding a new generation of craftsmen and artisans. This new generation, who come together for the love of denim, inherit their predecessors' deep love and passion for this craft.



The craftsmen and artisans who aspire to promote this tradition are also fans of denim and love denim more than anyone.

These are the individuals that breathe life into Japan Denim.

The moment you see it with your own eyes and touch it with your own hands, it will bring to your mind the smiles of people wearing it.