

Continuing to produce innovative silks from tradition

# YOSHIMASA ORIMONO

## Exhibit at Premiere Vision in February!!



YOSHIMASA  
ORIMONO

Yoshimasa Orimono is a manufacture based in Nagahama City, Shiga Prefecture that has been producing Hama Chirimen for nearly 100 years. In February 2023, Yoshimasa Orimono will be exhibiting at Premiere Vision in Paris.

### True innovation backed by tradition Kimono and preserve and respect nature



### About Yoshimasa Orimono and Hama Chirimen

We manufacture Hama-Chirimen, the highest quality silk white fabric with a history of over 300 years in Nagahama, Shiga Prefecture, in Japan. Our Hama-Chirimen is made under an integrated production system that includes the production of warp and weft yarns, weaving, and product inspection in our company. We are also working hard to develop new products, and we have more than 50 varieties of fabrics, such as NecoS.

NecoS is an environmentally friendly silk fabric that eliminates chemicals from the manufacturing process and is a very new concept in the industry. The other is a machine-washable silk fabric developed after 12 years of research. This is called YOSHIMASA Tough Silk.

### Nagahama Eco-friendly Silk = NecoS

The Hama Chirimen Silk is produced in two months and 38 processes, all of which are chemical-free. That is NecoS. Silk is one of the best natural fibers. We felt it is necessary to seriously consider environmental issues, so we thoroughly reviewed all 38 manufacturing processes and produced silk using our new "NecoS" technology, which is completely chemical-free. This is the birth of silk fabrics that can be said to be truly "naturally derived. NecoS is not only non-chemical but has also undergone a thorough review of its manufacturing process, resulting in lower use of water and heavy oil and elimination of the need for soda ash, thereby reducing carbon dioxide emissions. Along with the eco-friendly manufacturing process, the silk itself is also made from thoroughly natural materials. Because NecoS silk is dyed with herb and tree dyes, and no chemicals are used to dye the silk, making it the ultimate ecological silk.

### The world's first Machine Washable Silk = YOSHIMASA TOUGH SILK

Yoshimasa's washable silk = "YOSHIMASA TOUGH SILK" is an excellent product made with great care at the manufacture in Nagahama City, Shiga Prefecture. There are many silks that are sold as washable silk. However, when such silk is washed in a machine, it loses its texture, softness, warmth in winter and coolness in summer immediately and becomes stiff to the touch, because the silk fibers are broken. "YOSHIMASA TOUGH SILK" can be washed many times in a washing machine without damaging the silk fibers. Therefore, "YOSHIMASA TOUGH SILK" can keep the function and quality of silk to very long last.



## SAVE THE DATE!

7 – 9 FEBRUARY 2023  
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