

# 中村 充 (Mitsuru Nakamura)



## Profile

The 16<sup>th</sup> generation owner of "Akouya."

He wears kimonos about 300 days a year and has been practicing tea ceremony for 10 years, and has a deep knowledge of Japanese culture as a whole. During his student days, he belonged to the Ekiden ("Road relay race") club and also participated in the All-Japan High School Ekiden Championship.

### ■What we value:

- Honesty • A sense of gratitude

### ■What you can learn and do:

- Learn about Japanese culture in a global society

### ■Sights to see and flavors to savor:

- Old samurai residences • Pufferfish

### ■My "SDGs×#○○"

- #coexistence #Return of earnings #Protecting kimono craftsmen

## In this Town Where Kimonos Suit Well Offering a Taste of Japan to Many

Among the quaint buildings on Haccho-oji, "Akouya" stands out as a store that exudes a Japanese atmosphere. Mr. Mitsuru Nakamura is the 16th generation owner of this store. The dignified beauty of a modern young man wearing a kimono seems to perfectly express the depth of the kimono. He returned to his hometown of Usuki eight years ago after pursuing further education and employment. He was also the one who planned the "City Walking Rental Plan" for tourists. "Walking around Usuki in a kimono is an experience of Japanese culture itself. By having people enjoy and experience the extraordinary, I hope that kimonos will become closer to everyday life." He also revived traditional Japanese sweets that people enjoyed in the past based on illustrations in old books. He wants to look not only at kimonos but also at all aspects of Japanese culture surrounding them and naturally incorporate them into modern life. Such thoughts seems to be the root of his activities. "Wearing a kimono enhances not only your appearance, but also exudes beauty and dignity from within. My ideal is for everyone to wear kimonos as part of their daily lives so that when people gather together, they say 'Oh, you were wearing a kimono today.'" he said, with his sharp features turning into a smile. Kimonos should be not just for special occasions but also for everyday use. Nakamura walked through the cobblestone streets as if embodying the forefront of this lifestyle. His footsteps were light and cheerful as usual.



There are also a wide variety of rental kimonos.



Preserving more than 350 years of history.



An appearance reminiscent of a townhouse.

Kimono No Akouya

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