

藤原 紳一郎・克子 (Shinichiro Fujiwara and Katsuko Fujiwara)



Profile

The 3rd generation couple of “Kyozone (Kyoto-dyeing) Fujiwara.” They learned the techniques of Shikkai (kimono maintenance) for five years in Kyoto. They met at that time and got married. With many female customers, Katsuko, who provides service in a gentle Kyoto dialect, is the mood maker of the store.

■What we value:

- Empathy
- Putting ourselves in the customer's shoes

■What you can learn and do:

- Acquire knowledge of kimonos
- Acquire knowledge of Shikkai

■Sights to see and flavors to savor:

- The maze-like castle town layout
- The storehouse of each store
- Nioza

■My “SDGs×#〇〇”

- # Shikkai
- # Kimono culture

Now is the Time to Rediscover the Charm of Kimono Revived by the Art of Shikkai

Shikkai is a word that describes the maintenance of kimonos, such as removing stains and redyeing. “Kyozone (Kyoto-dyeing) Fujiwara” was founded in 1937 as a Shikkai store. Today, it handles kimonos in general, but the trust it earned as a Shikkai store has been passed down to Mr. Shinichiro Fujiwara, the 3rd generation owner. “Even old kimonos can be reborn like new by dyeing and remaking them. The life of kimonos is originally long, with an example being the remaking of a mother's kimono for her daughter,” says Shinichiro. We were once again amazed at the wisdom of our ancestors who cherished important things for a long time.

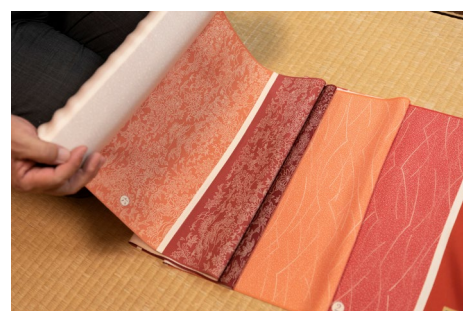
Shinichiro studied Shikkai in Kyoto and returned to Usuki after marrying Katsuko. “My wife worked for a kimono maker, so she coordinates the entire kimono, such as the obi-age (obi sash) and obi-jime (sash band). Women's power is still significant in this industry,” he said, showing his gratitude toward Katsuko. Over time, kimonos have changed from something to keep to something to rent when needed. “We need to increase the number of people who wear kimonos. To that end, I would like people to cherish opportunities to use kimonos at life milestones such as coming-of-age ceremonies and weddings. During such times, we hope to be an easy-to-consult presence,” the couple smiled. We may just need a little trigger and more encounters with people like this to realize the long lifespan of a kimono.



A store that is also popular among tourists from overseas.



The store is also lined with a wide variety of kimono accessories.



A re-dye roll sample that still remains in the store.