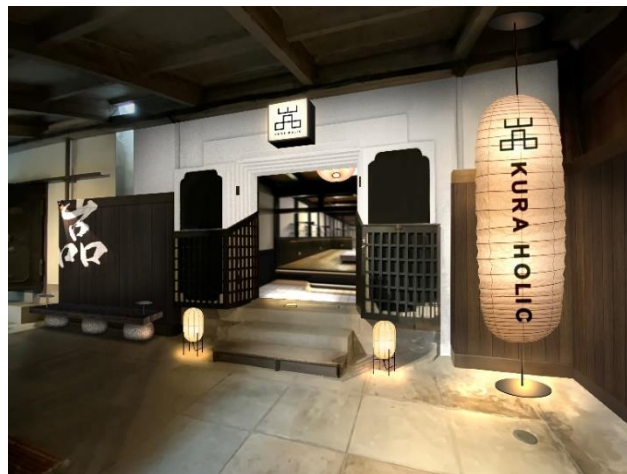


17 November 2023.

Himaraya Co.,Ltd.

"Experience Tradition Reimagined at KURA HOLIC Takayama – Now Open in the Heart of Takayama City! A Fusion of Time-Honored Japanese Craftsmanship and Contemporary Elegance Enriching Your Lifestyle."

Himaraya Co.,Ltd., a leading sporting goods retailer based in Gifu, Japan (Chairman and President: Yusaku Komori), is excited to announce the opening of KURA HOLIC Takayama in Takayama, Gifu Prefecture. The grand opening is scheduled for Saturday, November 25th, 2023 at 09:00.



Concept

The essence of Kura Holic is rich nature, historical buildings and cityscapes reminiscent of Japan's Edo period. Our vision is to promote a nature-friendly lifestyle with the theme "Made in Japan, Gifu," introducing Japanese products that utilize Gifu's traditional techniques blended with modernity. Strategically located in Takayama, a popular tourist destination, our goal is for both international domestic visitors exploring Takayama to discover to the allure of Gifu, embracing these attractions to enhance and enrichen their daily lives.

■ Store overview.

Name of shop : 崑 KURA HOLIC Takayama

Address : 67 Kamisanomachi, Takayama, Gifu Prefecture, Japan.

TEL : 080-7233-5280

Opening date: 25 November 2023 (Saturday), 9:00 am.

Opening hours : 9:00-17:00

Products : Lifestyle wear, hats, socks, bags, towels, crockery, outdoor goods.

Product composition and planning

Our product mix will be based on traditional Japanese techniques and craftsmanship from Hida, Mino and other regions, thoughtfully arranged to align with contemporary lifestyles.

Outdoor equipment made by Hida and Mino artisans.



Shigezawa Tatami / TATAMITATAMI
¥27,390 (incl. tax)

Produced by a traditional tatami-making shop, you can take it wherever you go. Embrace the versatility of a tatami that offers both comfort and durability, inviting you to relax with full contentment.



AZUMOA / MAKI chopper
¥15,400 (incl. tax)

Experience the superior cutting performance of a firewood chopper crafted by a skilled ironworker.

Seki cutlery and Mino ware crockery.



MCUSTA / SHINRA E Blade
¥25,300 (incl. tax)

The Seki sword was a favorite of samurai during the Warring States period. This beautiful and practical knife combines the traditional skills cultivated over its long history with Japan's world-class advanced processing technology.



SAKUZAN / Plate L
¥4,620 (incl. tax)

Mino ware has evolved to incorporate the changes in lifestyle of each era, blending seamlessly into everyday life and adding color to the dining table.

Apparel that combines tradition and modern comfort.



WAROBE / FLANNEL HAORI
¥38,500 (incl. tax)

Apparel that allows people to incorporate kimonos, which have long been popular in Japan as everyday wear, into their daily lives in a more familiar and comfortable way in the modern age.



AMIGAMI / Mino-Washi socks
¥2,200 (incl. tax)

Socks with excellent temperature control function, knitted with almost 100% Mino Washi.

Silkscreen prints originated in Gujo, Gifu.



The original design of the "㿯 KURA HOLIC Takayama" is available for printing on apparel or bags by arrangement.

*Please check the dates of the print service in the shop.

About Himaraya

Established in Gifu in 1975, Himaraya is a leading retailer of sports equipment. We also independently plan and sell outdoor equipment and functional apparel, while managing outdoor facilities in Gifu Prefecture. Our mission extends beyond providing quality products; we aim to enhance the lifestyles of visitors to this area by connecting them with the rich nature of the Japanese Alps. The shopping experience at our stores is crafted not only to provide immediate satisfaction but also to have a lasting impact, enriching our customers' lifestyles.

■ Himaraya Co.,Ltd.

Corporation establishment: 1991

Capital: 2.5 billion yen.

Business activities:

- Development and sales of sports equipment, golf equipment, outdoor equipment, etc.
- Training business with our own trainers.
- Designated campsite management.

Website: <https://www.hmry.jp/>

Press Enquiries

Himaraya Co.,Ltd.

President's office

Contacts: Katsuya Iwasa, Kohei Kosaka.

Tel: 058-271-6622 (main line)

Reception hours: Monday - Friday 9:30-17:00 (except public holidays)