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Dear members

How have you been getting along?

We'd like to introduce "Kaga-Yuzen" the one of the Kanazawa's traditional crafts this time.

"Yuzen" is one of the dyeing technique and its works. The origins of "Kaga-Yuzen" can be trace to the Kaga region's unique 'Umezome' dyeing technique which uses materials from plum trees. In the early 18 century, Miyazaki Yuzensai who was a Kimono pattern designer established the foundation of "Kaga-Yuzen". Under the warrior culture of Kaga region, realistic patterns centering on grass and flowers are a peculiarity of "Kaga-Yuzen".

In recent years, the demand for "Kaga-Yuzen industry" has plunged due to alienation from Kimono rapidly spreads with the changes of the lifestyle.

Kanazawa city established Institute for the Promotion of Kaga Yuzen Silk Dyeing Techniques aiming for revitalization of "Kaga-Yuzen".

A steering Committee was held in July 8th and confirmed that 'Kaga-Yuzen fan club' will be launched for the purpose of supporting a place-of-origin this autumn.

Members of the club will be recruited from all over Japan. The newsletter will be published to provide information of new products and the privilege of invitation to studio tour and Kimono school will be given to the members.

'Kaga-Yuzen Festival' will be held in this autumn as well to provide reasonably priced Kimono and Kimono accessories, and continue to develop new products and expand distribution channels.

The City of Hand Craftsmanship, Kanazawa will continue to promote these schemes for the purpose of revitalizing "Kaga-Yuzen" that have been handed down since feudal administration period.

I wish you all the best and success more and more.

Yours sincerely,

Japan Creative City Kanazawa promotion coordinator

