



“Marna’s philosophy has always been to design and manufacture products that meet the needs of individuals from varied lifestyles in a way that enriches their everyday lives.”

Go Nagoya
CEO, Marna inc.

marna
TOKYO 1872

<https://marna.jp/en/>



Leading the Way IN UNIQUE DESIGN

WITH ITS MOTTO OF “DESIGN FOR SMILES” COMBINED WITH ITS AWARD-WINNING DESIGN OF A WIDE RANGE OF HOMEWARE AND LIFESTYLE PRODUCTS, MARNA IS BLAZING A TRAIL.

By Bernard Thompson and Paul Mannion

Founded in 1872 as a brush manufacturer, pioneering Japanese houseware company Marna has made various strategic decisions to navigate the global marketplace. It has evolved significantly over this time, expanding into a variety of product lines including kitchen items, bath accessories and shopping bags.

“Just because the [Japanese yen] is low doesn’t mean that good business opportunities are instantly created for Japanese firms,” company CEO Go Nagoya explains, noting the long process involved in decision-making and market strategies.

There is a clear understanding of the demographic challenges in Japan, such as a shrinking and aging population, which provides both obstacles and opportunities for the likes of Marna. But the company is not so dependent on fluctuations in the population as the need to create good lifestyle products continues to exist now more than ever.

The proactive approach to product innovation and customer satisfaction is clear, and another critical area for Marna is that of sustainability, something that influences product design and material choices.

“We have always been on the side of creating products that are friendly to the environment and of prolonging the life cycle of products,” says Nagoya, who also highlights the company’s Shupatto shopping bag.

He continues, “We see potential in the Shupatto shopping bag overseas. When you go shopping, customers often buy plastic bags, so we believe that by introducing our unique shopping bag, not only can we make our customers’ lives easier, but we can also contribute to sustainability at the same time. We are very proud of our Shupatto shopping bag, and we believe it is a bag for any occasion.”

User-friendliness is another key factor for the company, Nagoya stresses, adding that real-world experiences of their designers, especially women, guide the development of practical and effective solutions. And when it comes to gaining recognition further afield, the impact of the breakthrough Shupatto umbrella, which went through around 100 prototypes before winning multiple international design awards, is evident. “Those awards are seen by us as prestige rather than a sales bullet point,” the CEO says.

Looking ahead, there is a strong desire to introduce Marna products globally, with the potential for partnerships to reach diverse markets. The vision is not only about expanding product lines but also about nurturing a company culture that values creativity, dedication and a deep connection with both what is made and who makes them, leaving a legacy of passion and innovation that will inspire the next generation of Marna’s leaders.

“I want the next generation to love the products, the company and the employees,” Nagoya concludes.

Shupatto

One-Pull Foldable Bag





Cutting-edge skincare series, infused with functional collagen tri-peptide

Jellice to Promote Top Collagen Product

Japan's aging population is the surprise driving force as the pioneering cosmetics firm embarks on a brand awareness campaign to bring its signature product to a wider audience at home and abroad.

By Paul Mannion



"In the future I would love to see our firm offering a full range of collagen products to our customers."

Kenichi Inai, President,
Jellice Co., Ltd.

Initially established in 1941, Jellice is now the fifth largest producer of gelatin in the world, and its in-house R&D department is renowned for its cutting-edge, innovative practices. Business is booming, with the global gelatin market projected to grow from \$3 billion in 2020 to \$4.4 billion in 2029.

For company president, Kenichi Inai, however, the collagen industry is the one to watch. And, in an unexpected twist, Japan's rapidly

aging population could hold the key to its growth: "The longevity of the Japanese population is creating opportunities for our firm to develop new products that cater specifically to the elderly. And collagen is scientifically proven to help people, especially with joints, blood vessels and legs."

Here, too, Jellice is well placed to deliver, with the firm responsible for the potentially game-changing industry development that is collagen tripeptide (CTP) reputed to be the best collagen in the market.



Intensive dermal serum

Inai picks up the thread: "CTP is quite a simple structure in which gelatin is broken down into its smallest units, tripeptides." The key here is the active ingredient Gly-X-Y, due to its low molecular weight and high bioavailability.

"I think," Inai continues, "that the magic of CTP is that it goes

straight to the body's organs. Thanks to its direct delivery CTP is much better, faster and more efficient than regular collagen—an improvement that comes from the extraction of the Gly-X-Y sequence."



Advanced concentrated cream

However, with Jellice's gelatin produced outside of Japan, Inai is keen to emphasize the lengths to which the firm goes to prevent cross-contamination. "We have clear divides. Taiwan only processes pig skin, fish skin and collagen peptides, while India deals with bovine bone. The Netherlands is responsible for pig skin."

This commitment to quality will be important as the firm establishes itself on a more global scale. Following collaborations in Ireland and Korea, the U.S. is now a key target. Inai again: "Our business in America has traditionally been more B2B; now

we are trying to shift to a B2C model with original products sold through Amazon. These products include a moisturizing serum, and this lineup is set to be launched within one month."

The move is part of an ambitious new program to coincide with the company's centenary: "I would like to offer as many different options as possible," Inai confirms.



Leading-edge R&D work

"Obviously, this wouldn't be limited to Japan: Jellice is looking to make a global impact with all its collagen-related products."

JELLICE
Passion for Quality
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WILLUMINA: *Japan's Anti-Aging Expert*

WILLUMINA EXCELS IN CREATING INNOVATIVE, HIGH-QUALITY ANTI-AGING COSMETICS, OFFERING COMPREHENSIVE SUPPORT FROM CONCEPT TO PRODUCT REALIZATION.

By Bernard Thompson and Paul Mannion

In an era where self-care has become paramount, especially with an aging population driving the demand for antiaging solutions, the cosmetics industry stands at a crossroads of innovation, wellness and medical advancements. Among the leading companies navigating this evolving landscape is Willumina, a Japanese cosmetics firm with a distinguished 40-year legacy of antiaging solutions.

Founded in Japan, a nation renowned for its citizens' longevity and keen sensibilities towards health and beauty, Willumina has built its reputation on rigorous research and development of cosmetic products. Its extensive portfolio addresses aging-related concerns and caters to the high expectations of the Japanese market, recognized globally for its discerning consumers and advanced cosmetics literacy.

Willumina positions itself as the ultimate partner for corporate clients seeking to develop and sell private brand cosmetics. The company's business model emphasizes a collaborative approach, offering a comprehensive one-stop service that spans from conceptualization to product realization. This includes ingredient selection, formulation, packaging, manufacturing and strategic advice to ensure the final product aligns with market demands and client expectations.

Willumina's decades-long focus on antiaging care has endowed the company with unparalleled expertise in addressing the beauty and health concerns of seniors. Its ability to continuously innovate and commercialize diverse ideas stems from a deep understanding of advanced aging markets. The company's OEM network stands out for its exceptional "Made in Japan" quality.

Leveraging Japan's high standards in technology and quality control, Willumina has consistently delivered safe, high-quality products. The firm's proven track record in the Japanese market, known for its high cosmetics literacy, underscores its capability to meet and exceed partner expectations. Additionally, Willumina continuously explores innovative applications for the natural ingredients it uses, pushing the boundaries of traditional usage to create differentiated, high-efficacy cosmetics.

Willumina's commitment to excellence is evident in its tailored approach to client needs. The Japanese enterprise offers total support, from idea conception to product launch, ensuring that every product not only meets but exceeds market standards. By choosing Willumina as a partner, clients can confidently bring unique, high-quality cosmetics to market, fortified by Willumina's extensive experience and innovative spirit.



"We're your all-in-one antiaging product partner."

Shiona Yukimura

President, Willumina

WILLUMINA

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