

Japan's Hidden Gems Redefining Quality

By Bernard Thompson and Daniel De Bomford

When it comes to unsung heroes in Japan's corporate landscape, there's a wealth of innovative lifestyle companies driving high standards. From fashion and pet care to table tennis gear and designer bags, these hidden gems are proving that Japanese creativity can thrive globally.

Value Planning stands out through its flagship brand, B-Three, which has mastered the art of the stretch pant. "Our product concept—'look better, fit better, feel better'—captures the essence of Japanese fashion," says Norio Imoto, president of Value Planning. With stretch in every direction, these pants offer comfort, durability and a flattering fit. Known for promoting women's empowerment in the workplace, Value Planning has earned both awards and a loyal customer base. Now, the company is expanding into Asia, with online sales gaining traction as Imoto aims to bring B-Three's stretchy expertise to a global audience.

Fashion is also at the heart of AS KNOW AS. Led by President Eri Asami, the company's innova-

tive *yukatas*—two-piece versions of traditional Japanese summer wear—bring a modern twist to traditional attire. "Our goal is to develop easy-care materials with a slightly formal touch at an affordable price," says Asami, who oversees short production cycles to keep styles fresh. Collaborative designs with brands like Mary Quant bring extra flair to AS KNOW AS's offerings, and upcycled collections help keep the brand sustainable and current.

Shicata Co. is a force in the bag industry, known for both high-quality original equipment manufacturing (OEM) and its private-label brand, Y'saccs. With a unique approach, its designers create prototypes directly for clients, cutting development time. "Our designers bring samples straight to customers," says President Yuji Ohba, noting that this hands-on strategy keeps pace with market demands. From premium leather bags to affordable OEM options, Shicata blends speed with style as it grows its online presence and expands to markets like Hong Kong and Taiwan.

For pet lovers, Gex Corporation has expanded beyond its aquarium roots to become a leader in holistic pet care, catering to reptiles, cats, dogs and more. "Our vision is: 'Life with lives innovates future environments,'" says President and CEO Hiroki Gomi, whose team of pet owners drives sustainable innovations, from insect-based proteins in fish food to IoT-enabled auto feeders. With an Indonesian factory producing over 3,000 aquariums daily, Gex is committed to promoting eco-conscious pet ownership, recently introducing a recycling program for broken glass aquariums.

Sports goods are not exempt from being counted amongst Japan's hidden gems, with Tamasu revolutionizing table tennis equipment for champions worldwide. A manufacturer of top-quality racquets and rubbers that bear the better-known brand name Butterfly, its products embody the essence of Japanese dedication to perfection. "Japanese products are of high quality because they blend advanced technology with



"Our product concept—'look better, fit better, feel better'—captures the essence of Japanese fashion."

Norio Imoto, President, Value Planning Co., Ltd.

traditional craftsmanship," says President and Managing Director Takako Osawa. Tamasu's innovative designs account for over 50 percent of equipment in world tournaments, and its dedication to table tennis extends to community outreach. The firm's public table installations bring the joy of table tennis to everyday spaces, while its global tournaments foster community and competition.

These companies exemplify Japan's spirit of innovation and tradition, bringing thoughtful design and a sense of purpose to consumers worldwide.

Vixen: Expanding Optics Through Innovation



Kazushige Niitsuma, President, Vixen Co., Ltd.

Being close to nature brings a sense of serenity that for many cannot be matched. Binoculars and telescopes are key tools in allowing us to observe the world around us and Japanese manufacturer Vixen is enabling its customers to see even more with its image-steady products. Founded in 1949, the company specializes in high-quality optical equipment for customers ranging from keen astronomers to concert goers.

Leading Japanese optical equipment manufacturer Vixen is enhancing the user experience with advanced binoculars and telescopes, expanding into new markets. *By Paul Mannion*

An example of this expanded use for binoculars can be seen in Vixen's ATERA II. These binoculars are equipped with a vibration canceller that mechanically suppresses the small vibrations transmitted from the hands, reducing strain on the eyes, not only allowing the user to operate the binoculars for longer, but also increasing the magnification from 10x to 16x. This increased functionality benefits a wide range of customers, from bird-watchers to sports fans and live-music lovers. Company President Kazushige Niitsuma is aiming to increase Vixen's customer base further, adding: "The deeper we can dig into the demand for binoculars, the more we can expand."

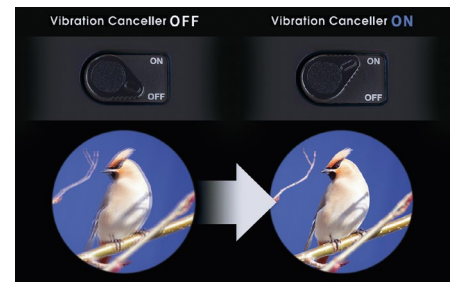
The company, which functions in both the B2B and B2C markets, has also moved into creating apps and software centered around astronomy. These apps not only introduce new customers to the fascinating world of the night skies, but also further engage astronomers to discover more about their hobby. The products are created by receiv-



ATERA II ED H16X50WP

ing direct feedback from users, as Niitsuma says: "Learning directly from our customers is very important, as it allows us to reflect their needs in our products."

Vixen has an established network of B2B companies and is always on the lookout for like-minded partners seeking to enhance the popularity of optical equipment, especially in the field of distribution.



The 16x magnification effectively reduces hand vibrations, ensuring clear and stable images, making it ideal for comfortable birdwatching

Vixen

<https://global.vixen.co.jp/en>



Hayabusa President Strives to Make Fishing a Sport for All

With some 5,000 different products at its disposal, the globally renowned company is perfectly poised to take advantage of the booming recreational fishing equipment market both at home and abroad. *By Sasha Lautre and Sean McBride*

Hayabusa, a leading manufacturer and distributor of sporting and recreational goods, was founded in 1970. Specializing in fishing equipment, the company is located in Miki city, which is regarded as one of the leading hardware production regions in Japan, with a blacksmithing history dating back some 1,500 years.



Forging of fishing hooks

With its stunning scenery and access to mountains and the sea, Japan is perhaps uniquely placed to capitalize on the rapidly expanding recreational fishing equipment market, which is predicted to reach \$26 billion by 2030.

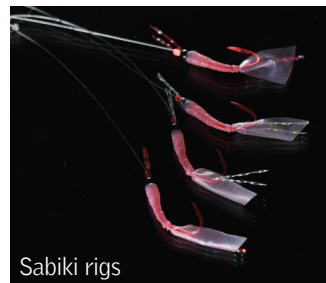
Hayabusa President Yumi Shida takes up the thread: "We are working to promote recreational fishing both in terms of products and activities. As well as developing convenient products that are easy to use, we are also focusing on creating content that allows people to learn how to fish and how to prepare for fishing."

The industry may be booming but competition remains fierce, and for Shida the key to survival is accessibility. "We value *monozukuri*," she says. "And we want

as many people as possible to enjoy fishing. Our competitive edge lies in our ability to create products that are both simple to use and improve fishing results."

This desire to make fishing a recreational activity for all has, over the years, led to an inventory of some 5,000 different products, the shipping and storage of which is facilitated by "AutoStore," one of the largest automated warehousing systems in Japan. Shida again: "Our AutoStore system uses robots to prepare shipments for delivery around the world; the system not only enables us to ship quickly and accurately, but also to preserve items in a storage-safe environment."

Of the various jigs and hooks available for purchase, the company is particularly proud of its Makimaki JACK EYE series, a metal jig lure that changes color underwater and allows anglers to target a variety of fish by simply throwing and reeling.



Sabiki rigs

Elsewhere, the Sabiki rig, a signature product developed in the early days of the company by

Shida's father, is growing in popularity worldwide.

In addition to its fishing tackle business, the firm also sells apparel for fishing under the brand name Free Knot. Here, innovation is key. "In recent years," Shida explains, "we have been focusing on the development of clothing using optical fibers that allow people to enjoy fishing and outdoor activities even in the harsh cold of winter. The material reflects emitted infrared rays to generate heat, and its biggest advantage is that heat is generated without requiring movement."



Hayabusa Vietnam factory

This is a clear example of how the company's experience in the fishing business has created potentially lucrative opportunities elsewhere.

With existing production plants in Vietnam, China and Myanmar, meanwhile, international expansion is clearly on the agenda. "We have been strengthening the organization of our overseas sales department for several years," Shida confirms, "and we are striving to increase the ratio of overseas sales."

The company is currently in the process of gathering information and conducting local product tests in cooperation with overseas distributors, to match the know-how it has cultivated domestically with the fishing conditions in each country. Asia and America are among Hayabusa's key targets at present.

However, despite the shrinking domestic market, exacerbated by Japan's well-doc-



"We train skilled craftsmen in all our factories to meet the needs of anglers around the world."

Yumi Shida, President, Hayabusa Co., Ltd.

umented demographic shift, Shida also maintains that there are opportunities to increase sales at home: "We believe it is important to develop our business in a well-balanced manner, without being overly dependent on either domestic or overseas markets."

If a commitment to innovation and accessibility is vital for survival, then the company also has an additional ace up its sleeve, in the form of its female president, Shida herself. Fishing remains a predominantly male pursuit in Japan, but Shida is keen to change that: "I believe my mission is to spread the joy of fishing to as many women as possible. Currently, we have a women's fishing team, and we are communicating the joy of fishing from a woman's point of view through blogs and other media."



Hayabusa's 'AutoStore'

It is a strategy that may just secure the firm's competitive edge in the years to come.



Catch by Shouta Hashimoto



Innovating Pet Care

GEX GOES GLOBAL

GEX



www.gex-fp.co.jp/company

GEX CORPORATION IS EVOLVING FROM AN AQUARIUM MAKER INTO A GLOBAL PET SUPPLIER, AIMING TO ENRICH HUMAN LIVES AND PROTECT THE ENVIRONMENT THROUGH INNOVATIVE PET PRODUCTS AND SUSTAINABLE PRACTICES. *By Sean McBride*

Imagine a world where living alongside animals not only brings joy but also contributes to a sustainable environment. Gex Corporation, under the leadership of President and CEO Hiroki Gomi, is turning this vision into reality. Founded in 1977, the company has transformed from an aquarium manufacturer into a comprehensive pet supplier, expanding its offerings to include products for small animals, dogs, cats and reptiles, and its philosophy is rooted in mutual enrichment between humans and animals.

“Our vision is: ‘Life with lives innovates future environments.’ We set out our business with this strong belief in mind,” says Gomi. “The belief that the lives of animals enrich humans, and the lives of humans enrich animals.”

The surge in pet ownership during the COVID-19 pandemic highlighted the importance of pets in people’s lives, including healing, calming and emotional education benefits.

“During the period of the pandemic, consumers couldn’t go outside and needed to stay at home,” Gomi says. “Since people wanted to feel certain benefits that were hard to find, the demand for pets increased significantly.”

Recognizing this trend, Gex has been actively pursuing international markets to expand its presence and create new partnerships.

“In the Southeast Asian market, we distribute our own brands through distributors,” explains Gomi. “Also, for the EU and North America, we have a partnership with Rolf C. Hagen Inc., based in Montreal, Canada, whereby we also distribute their global brands, such as Catit, Exoterra and Fluval, in Japan.

“We find countries like India and Indonesia appealing for expansion, where population growth is expected, and we can also predict the development of the pet industry. The United States, however, remains the largest market.”

Innovation at Gex is driven by a team of passionate pet owners who really love being around animals. “It means that they seriously think about what customers want,” says the president and CEO, who goes on to highlight that this dedication from the team has led to the development of award-winning products such as the All-In-One Aquarium, recognized for its ease of maintenance and animal-friendly features.

“By doing things like this, we can make customers happy and distribute something new to the industry,” he adds.

Sustainability is a core aspect of Gex’s strategy, aligning with the United Nations’ Sustainable Development Goals. Since 2020, the company has been fully committed to these goals. Actively utilizing biomass in product development, particularly in the form of plastic for product parts, Gex considers itself a pioneer in introducing this material for pet supplies. Then there’s the potential future food crises, and related to this, Gex has embraced insect-based alternative proteins.

“Conventionally, fish food is made with fish meal, and now we have replaced it with insect meal protein using black soldier fly larvae,” explains Gomi, who adds that recycling efforts, turning broken glass aquariums into new glass products, have also garnered media attention.

Regarding initiative proposals, Gex is a strong supporter of pet ownership as a means to engage with green aspects of everyday life and of connecting aquariums with education.

“We have promoted the idea that keeping pets provides opportunities to reflect on environmental issues and advocated that aquarium keeping is ideal for STEAM [science, technology, engineering, arts and mathematics] education,” says Gomi. “We conduct classes at kindergartens and elementary schools and also support biology clubs at junior high and high schools.”

A significant asset in Gex’s global strategy is its Indonesia factory, Lima Tekno Indonesia (LTI), opened in 1996.





“I aspire to inspire everyone to experience the joy and fulfillment that comes with living alongside pets.”

Hiroki Gomi

President & CEO, Gex Corporation

“Our factory in Indonesia was established as the core factory of the Gex Group,” says Gomi. Initially producing glass aquariums and air pumps, LTI began exporting to overseas markets in 2002. “Today, LTI integrates the Toyota Production System to achieve efficient and high-quality manufacturing.”

Employing approximately 350 people, LTI boasts a production capacity exceeding 3,000 aquariums per day. “A significant portion of the glass aquariums and small animal habitats distributed in Japan are manufactured at this facility,” says the president and CEO. The factory’s strength resides in its wide-ranging expertise across categories like glass, resin, electric products, filtration media and general products. “Our ability to combine these elements into innovative products serves as a competitive advantage over other companies,” he explains.

Despite challenges posed by the pandemic, LTI expanded its facility in 2022 and moving forward aims to deliver high-quality pet products not only for the domestic market but also to North America, Europe and Asia.

Gex is also at the forefront of technological advancements in pet care, focusing on electronic products and Internet of Things (IoT) innovations.



“Our strength lies in our know-how on electronic products for cats and dogs,” says Gomi. “Recently, we have been focused on IoT, such as auto feeders, which can be controlled



by a mobile phone. We believe that this will be our competitive advantage going forward.”

Entering new international markets with electronic products, however, presents its own set of challenges due to differing voltage standards. “We started producing DC-type products, which meet different electric standards,” Gomi explains. “It is our thought that by continuing these kinds of developments, we will be able to apply our products to the global market.”



While e-commerce plays a significant role in Gex’s business strategy, the company emphasizes the importance of balancing online and offline experiences.

“Consumers can shop at any time using e-commerce platforms, which is a huge benefit,” says Gomi. “But we also believe in the importance of retail locations. This is vital for allowing customers to visit and touch the animals.” And as customer engagement remains a priority, Gex is looking to bridge the gap by operating its own customer center allowing after-sales follow-up.

As it ponders what lies ahead, Gex is clearly committed to encouraging more people worldwide to discover the feeling many already know that comes from sharing life with pets.

“I am confident in the goodness of every pet owner, and I aspire to inspire everyone to experience the joy and fulfillment that comes with living alongside pets,” says Gomi, with thoughts of continued innovation and expansion, as he seeks new partnerships to bring Gex’s vision to a global audience.

“Although we might have good ideas, without the technology to manufacture this and partners to distribute the product, it will remain simply that: an idea,” he says. “It is all thanks to our partners that we are able to get our product out into the world.”

MODERN FASHION

with a Twist of Tradition

AS KNOW AS



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AS KNOW AS FUSES TRADITIONAL JAPANESE STYLES WITH MODERN TRENDS, CREATING ELEGANT AND SUSTAINABLE FASHION FOR TODAY'S WORLD. *By Sean McBride*

Thoughtful design involves an understanding of and a respect for tradition, combined with the ability to respond to the trends and demands of modern life. One of the companies leading the way in fashion design is Japan's AS KNOW AS, which specializes in crafting garments that take the customer's "time, place and occasion" into consideration.

The company's designs reflect the trend of casual clothing being worn in the workplace through simplicity and elegance. "Our goal is to develop easy-care materials with a slightly formal touch at an affordable price," explains President Eri Asami (see images 2 and 3).

In addition to designing casual clothing with an element of elegance, AS KNOW AS seeks to preserve traditional kimono culture while adapting it to modern life. For example, its range of *yukatas*—a summer version of the kimono made from cotton—has become popular among its younger customers for the summer festival season. AS KNOW AS has also modernized the kimono by splitting the traditional garment into two pieces, making it easier to wear and allowing it to be combined with western-style dresses (image 5).

Fundamental to AS KNOW AS's business model is a short production cycle that sees the company create approximately 200 patterns every month, and then produce around 10 pieces per color per pattern. This design process is fluid and continuous, with the company holding exhibitions every two months and constantly discussing trends and demands with its customers. As Asami says: "My goal is to have a fast and flexible pattern and production team, and a network that allows us to make design changes quickly and communicate with the sales team immediately."

This short production cycle ensures that no stock remains at the end of a season, a sustainable practice that plays into AS KNOW AS's wider environmental efforts. For example, its re.link brand gives forgotten garments a new lease of life



"We want our customers to express themselves through design."

Eri Asami

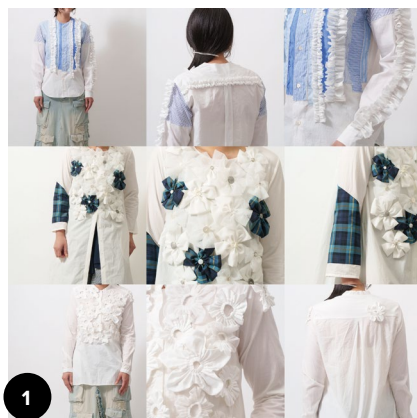
President, AS KNOW AS Co., Ltd.

through remaking and upcycling, with AS KNOW AS's unique design touch added along the way (image 1).

This eye for innovation has allowed the company to expand overseas, with production partnerships in China and India, as well as a collaboration with the late fashion design icon Mary Quant in 2021. Asami explains that this partnership came from the president of Mary Quant Japan being impressed by AS KNOW AS's designs, and the two firms then went on to co-create new products together. "Building such mutual exchanges is incredibly important," she adds. "We also have a long-standing collaboration with Peanuts—with Grace Co., Ltd. as the agent—and we express Peanuts through our brand's unique interpretation. We created a story where we go on a journey to find Peanuts (image 4). Collaborations create a kind of chemical reaction that enhances the uniqueness of our business."

AS KNOW AS has a presence in Hong Kong and is eager to continue developing in markets where its folkloric aesthetic resonates with consumers. The company is al-

ways keen to collaborate with local partners to bring their brands to life through designs that excite customers. With the firm celebrating its 35th anniversary, it is set to continue its mission of "delivering happiness through clothing" for many years to come.



1



2



3



4



5



“At Butterfly, where our inspiring motto is ‘Open to the World,’ we’re committed to transforming the world through table tennis. Our mission is to explore every facet of table tennis and create innovative equipment that elevates the sport on a global scale.”

Takako Osawa
President and Managing Director,
Tamasu Co., Ltd.

BUTTERFLY: DRIVING THE FUTURE of Table Tennis Worldwide

BUILDING ON A RICH LEGACY OF TOP-QUALITY PRODUCTS, BUTTERFLY IS DEDICATED TO EXPANDING THE REACH OF TABLE TENNIS AROUND THE WORLD. *By Cian O'Neill and Paul Mannion*

A revolution is underway in table tennis equipment, and Tamasu—better known as Butterfly—is playing its part. In a game where milliseconds can make all the difference, Butterfly is engineering equipment that empowers champions to seize their competitive edge.



“Japanese products are of high quality for three reasons,” explains President Takako Osawa. “First, they blend advanced technology with traditional craftsmanship. Second, rigorous quality checks are conducted at every stage to maintain high standards. Finally, the principle of *kaizen* encourages continuous improvement, with everyone contributing to enhancing the process.”

Butterfly’s racquets and rubbers, crafted in Japan, embody exceptional performance and quality, representing over 50 percent of the equipment used in world tournaments.

“Sriver has been the cornerstone of our technology, evolving significantly over the years,” the president says. “Launched in 1967, Sriver rubber revolutionized the game, enabling the ‘Three Musketeers of Hungary’ to hold their own against East Asian dominance.”

Beyond manufacturing, Butterfly is dedicated to championing the global promotion of table tennis. “Given the minimal equipment required and the suitability for smaller spaces, our products are now being distributed to 198 countries and regions,” Osawa says.

The company operates the Butterfly Table Tennis Dojo, inviting players of all ages and skill levels to dive into the sport, and organizes global tournaments and events, fostering a competitive spirit and community engagement. In the post-pandemic era, its worldwide events have resumed, including the Thailand Butterfly Open. And, rather innovatively, Butterfly is bringing the joy of table tennis to public spaces, making it accessible to all.

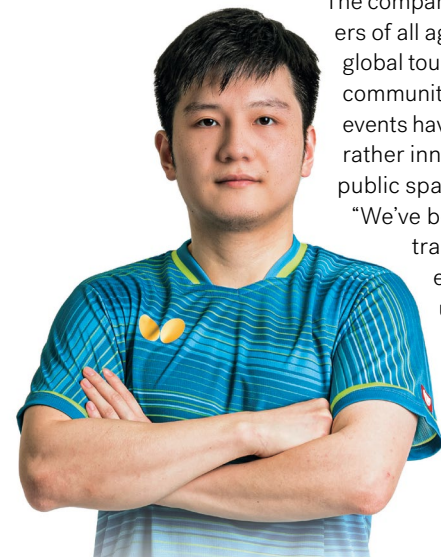
“We’ve been inspired by the trend of placing ‘street pianos’ in train stations and other public venues,” the president explains. “We aim to achieve a similar effect by setting up our tables in public spaces, so anyone who passes by can enjoy a game on the spot.”

Firmly committed to providing players with top-tier equipment for intense competition, Butterfly is determined to strengthen its legacy and expand the brand’s global presence.



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SHICATA PACKS SPEED AND STYLE *into Every Bag*

SHICATA CO. LEADS THE MARKET WITH ITS FAST BAG PRODUCTION AND INNOVATIVE Y'SACCS DESIGNS, FOCUSING ON PREMIUM, MADE-IN-JAPAN PRODUCTS AND GLOBAL SALES. *By Bernard Thompson*



“Our design team can turn ideas into bags in weeks.”

Yuji Ohba
President, Shicata Co.

Shicata Co. has been in the bag game for over five decades, and it knows a thing or two about carrying success. From sleek backpacks to trendsetting totes, this Japanese bag maker isn't just filling orders—it's packing in innovation, speed and style.

Founded in 1969, Shicata has built a reputation for producing high-quality original equipment-manufacturer (OEM) and private-label bags, with a production footprint stretching from Japan to Vietnam. The company's private brand, Y'saccs, is a staple of its portfolio, blending function with flair. "Y'saccs is a genderless brand of bags," says Yuji Ohba, president of Shicata, "and while we've been manufacturing them in China, we're now shifting part of that production to Japan."

The pivot to Japanese-made products reflects a broader strategy for Shicata, particularly as inbound tourism rises. "We're not sure what these tourists will accept from us," Ohba notes, "so we've started considering premium products made in Japan." Shicata has already launched this local production from its head office, beginning with a leather version of its iconic ergonomic backpack, a bestseller that typically uses nylon when produced in China.

While Y'saccs represents the premium end of Shicata's offerings—accounting for 20 percent of its product lineup—the firm's bread and butter is lower-priced OEM bags. With a weekly production capacity of 50,000 to 60,000 units, the company's lightning-fast development process sets it apart from competitors. "We don't follow the typical OEM workflow," says Ohba. "Instead of designers making drawings, they create the samples themselves and bring them directly to customers. This cuts development time by three to four weeks."



This ability to turn prototypes into full-scale production quickly has made Shicata a go-to for high-volume clients. Ohba points out: "One of our largest customers requires quick delivery, high volume and consistent quality. We meet all three, which keeps them very happy."

Design innovation is also a daily grind at Shicata, with a goal of creating up to ten new samples each day. The design team keeps pace with trends by attending international fashion events and collaborating with suppliers from Japan, Taiwan, South Korea and beyond. Sustainability, too, is a growing focus, with the company recently incorporating an eco-friendly nylon fabric from Fukui prefecture.

As Shicata expands its e-commerce operations—targeting a 50/50 split between online and physical sales—Ohba is eyeing international markets like Hong Kong, Taiwan and Thailand. His vision for the future is bold yet grounded: "Our aim is to exceed 10 billion yen in revenue, but more importantly, I want all our employees to be happy working here." A company built on speed, style and smiles? Sounds like Shicata Co. has its sights set on more than just bags.



SHICATA CO.

www.shicata.co.jp

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SKATER'S JAPANESE CRAFTSMANSHIP Meets Global Demand for Top IPs

SKATER IS LEVERAGING POPULAR GLOBAL INTELLECTUAL PROPERTIES, ADVANCED MANUFACTURING AND SUSTAINABLE DESIGNS TO FUEL INTERNATIONAL EXPANSION.
By Sasha Lauture and Bernard Thompson

In an era of shifting global dynamics, Skater is strategically positioning itself to expand its iconic, character-driven product lines globally. Known for partnering with popular intellectual properties (IPs) like Hello Kitty, Pokémon and Paw Patrol, the company has built a reputation for quality and Japanese craftsmanship.

President Soichiro Konoike explains: "The core of our advantages lies in our great relationships with IP rights holders," allowing Skater to stay on trend and reach international consumers with distinctive, high-quality products. However, with Japan's aging population and workforce challenges, Skater is adapting to maintain growth. By incorporating automation and robotics, Konoike plans to keep production efficient, offsetting local labor shortages. Additionally, the company is exploring new manufacturing opportunities abroad, including potential expansions to Mexico for North American markets.



Skater's fables business model, which prioritizes quality partnerships with overseas manufacturers, is another cornerstone of its strategy. By focusing on market demand and design, rather than production, Skater can scale flexibly. Currently, its best-sellers include rapid-drying towels and collectible chopsticks, which are particularly popular among tourists visiting Japan.

A key component of Skater's forward-looking approach is sustainability. Responding to environmental concerns, it has introduced products made with biomass materials and launched reusable stainless-steel items like the Skater Bottle. This aligns with a global trend toward eco-friendly products and caters to younger consumers. By blending Japanese traditions with modern design, Skater aims to attract eco-conscious customers worldwide, positioning its product line as both highly functional and environmentally responsible for sustainable, long-term use.

Looking ahead, Skater plans to strengthen its e-commerce presence, especially to reach international customers. Though IP regulations complicate cross-border e-commerce, the company is working to overcome these hurdles. Expanding its foothold in the U.S. market and securing IP rights in this region are priorities. Domestically, Skater aims to enhance partnerships with retail stores frequented by tourists, aligning with the growing inbound tourism fueled by the yen's depreciation.

Through strong IP partnerships, strategic manufacturing shifts and a commitment to sustainability, Skater remains at the forefront of Japan's global export efforts.

Skater is looking for both production and sales partners to work with globally. Please contact: question@skater.co.jp



"Being fables allows us flexibility in location and choice of partner companies, helping produce bestselling items efficiently."

Soichiro Konoike
President, The Skater Co., Ltd.

Skater

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website



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