

majotae

majotae BRAND BOOK

## A fabric Japan can be proud of worldwide

Taima-fu (hemp fabric) has been an integral part of Japanese culture since the beginning of its history. However, due to significant restriction on cannabis cultivation after World War II, and apparent difficulties in spinning hemp threads which delayed industrialization, it is a rare fabric today. "majotae" is a fabric brand that brings this "forgotten fabric" back to our modern life.

# BRAND STORY

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## A Timeless Fabric

Taima-fu (hemp fabric) has been an essential fabric in Japanese life for over 10,000 years.

With a far-reaching history, hemp ropes have been excavated from Japanese archaeological sites dating back to approximately 10,000 years ago.

In the Shinto religion, priests' garments, sacred onusa wands and the shimenawa ropes denoting shrines have traditionally utilized hemp fabric.

People discovered that hemp had special powers and viewed this fiber as being somehow sacred.

"majotae" is a brand reviving hemp fabric in the present day.



Hemp fabric excavated from the Torihama shell mound site (Mikata-cho, Fukui Prefecture) Photo provided by: Wakasa History Museum

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## Luxury for a new age

Rooted in an extensive history and sacred background, "majotae" offers outstanding qualities for these modern times. It provides sustainable high quality, now considered a luxury in this new age.

"majotae" recreates the characteristics of ancient hemp fabric.

Authentically reviving the texture—firm yet soft and beautifully lustrous—of traditional hemp fabric. This fabric can be used for long years to come with a texture that grows more comfortable through continued use and develops over time.

Plus, hemp plants can be grown and harvested with minimal environmental impact. Hemp grows quickly even in poor soil or dry regions, making it a highly sustainable material.

## Changing our society

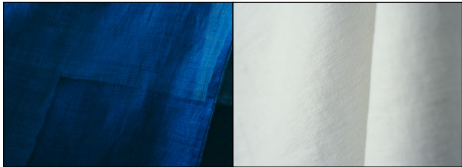
Learning from the past. Create the future.

Continue using truly good things for long periods of time and even over generations.

Stop thinking of "sustainable" as sacrificing quality or comfort.

The "majotae" brand is changing lifestyles through fabric, creating a new culture and transforming society.

## From the past to the future



An Edo-period summer kimono (karabira) from the Yoshida Collection  
This taima-fu made from ultrafine threads still feels pleasantly crisp today.  
In the Edo period, "for soft cloth, nothing outperforms taima-fu."

Taima-fu using threads created by the latest spinning technology  
With supple strength, crispness and shine

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# ROOTS

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# One man's dream

Shinichiro Yoshida. A contemporary artist, a traditional fabric collector and researcher.

"majotae" was created by the dream of this one man.

Inspired after meeting artist Joseph Beuys,  
Yoshida's first ideas came to him while traveling across Japan  
and collecting old, traditional cloth as art materials.  
Amongst the older cloth types broadly categorized as "hemp,"  
was a lustrous, white fabric with a unique softness.

The cloth that caught Yoshida's eye was taima-fu.  
Taima-fu has been essential in Japanese life since ancient times.  
Treasured for its functionality and versatility, this fabric has been used  
for a wide range of people and purposes—  
from nobility to commoners and from ceremonial robes to undergarments.

Yoshida has been analyzing his own personal cloth collection for 35 years.  
While examining the available literature and considering the fiber composition  
of hemp,  
he found that processes like repeatedly soaking cloth in water and drying it in  
the sun  
resulted in the softness, suppleness and luster seen in taima-fu.

However, difficult-to-produce taima-fu declined from the Meiji period onward  
and was largely replaced by mass production of cotton and synthetic fibers.

And then, with the cultivation restrictions imposed by the Cannable Control Act  
of 1948,  
taima-fu and hemp fibers largely disappeared all together.

We want to bring the comfort of taima-fu back into our modern times.  
We want to bring taima-fu—which once required enormous manpower, time  
and money—  
to more people through the possibilities of modern technology.

So, we spent years heightening the precision of spinning technology through  
trial and error,  
and with our entirely reimagined and unprecedented technology  
created this modern taima-fu, "majotae,"  
that authentically embodies the remarkably smooth texture of traditional hemp.

That extraordinary texture grows softer with use  
as the fabric becomes a purer shade of white.

This is how one man's dream created "majotae,"  
a fabric both ancient and new.

# Shinichiro Yoshida

A contemporary artist.

A traditional fabric collector and researcher.

A leading researcher in the field of premodern natural clothing.

Yoshida began painting in his 30s. He traveled to West Germany in 1975 where he met modern artist Joseph Beuys before returning to Japan and beginning independent studies of antiquities and folklore due to Beuys' influence.

His presentations on research into fibers and threads from Edo-period ramie and hemp in particular include the "Nara-sarashi" Exhibition at the Nara Prefectural Museum of Folklore, the "Takamiya Fabric" Exhibition at the Shiga Prefecture Aizho Town Museum of History and Culture and Higashi-Ohmi Notojawa City Museum, and the "Four Great Hemp Fabrics" Exhibition at the Niigata Prefecture Tokamachi City Museum.

His collaborative works include *Riches from Rags: Saki-Ori & Other Recycling Traditions in Japanese Rural Clothing* (1994, San Francisco Crafts & Folk Art Museum).



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majotae DNA

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## majotae DNA

### Texture



A smooth firmness and thick softness dispelling the preconception that "hemp feels rough."

"majotae" focuses on the handcrafted techniques of premodern times that gave traditional hemp its distinct softness

and recreates these with various new processes (international patent acquired).

In addition to hemp's diverse functions (moisture absorption, heat retention, quick drying),

it also has a remarkable texture you'll want to reach out and touch with both the softness of cotton and the luster of silk.

Regardless of season, trend or climate, it wraps your skin in comfort all day and year-round.

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## majotae DNA

### Improving with time



Ancient taima-fu possesses supple strength and grows softer and more comfortable with use developing more shine and a brighter white color.

"majotae" has recreated this quality of improving with time.

As the fabric grows brighter, softer and more pleasant to the touch,

it will become a natural part of your personal lifestyle and prove valuable in a variety of ways.

## majotae DNA

### Spirituality



Hemp is a sacred material with the power of the gods used for bell straps and symbolic ropes at Shinto shrines.

Hemp leaves (seima) are even said to serve as a charm preventing disasters and warding off evil spirits.

"majotae" offers stability and comfort that is not only physical, but also spiritual.

## majotae DNA

### Environmentally friendly



Growing quickly even in poor soil or dry regions, hemp plants can be grown and harvested with minimal environmental impact.

Hemp is now attracting attention as an environmentally-friendly material of the future — a natural material used in approximately 25,000 types of supplies and products for daily life that combines impressive diversity, versatility and functionality.



## majotae DNA

### Sustainable



"majotae," which recreates ancient hemp's texture and ability to improve with age, has two distinct qualities: growing whiter and more pleasant to the touch & being an ecologically responsible fabric with minimal environmental impact.

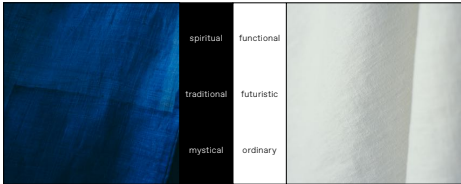
Keep using truly good things comfortably over time.  
Stop thinking of sustainability as endless sacrifice.

Create a comfortable and attainable  
concept of sustainability for a new age.

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## majotae DNA

Opposing values connecting past and future (AMBIGUOUS)



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# FUNCTIONALITY

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## FUNCTIONALITY

### Features of taima-fu

<p>Quick drying and cool to the touch</p>	<p>Rapid-drying, some 20% faster than cotton Conducts heat well for coolness.</p>
<p>High heat retention</p>	<p>Retains heat better than cotton, warm even in winter. Suitable for clothing material year-round.</p>
<p>Tough and yet soft</p>	<p>Fibers are tough against strain compared to cotton or linen, yet grow softer and softer with repeated use</p>

## FUNCTIONALITY

Also remarkably functional “hemp”

<p><b>A refreshing feel</b></p> <p>Feels crisp and full when worn, and offers a comfortable, refreshing feeling even in the heat of summer.</p>	<p><b>Quickly absorbent and moisture-wicking</b></p> <p>Offers excellent moisture absorption and dries quickly. Feels cool even when used in summer with high heat conductivity, and is also perfect for cool weather because it holds warmth effectively.</p>
<p><b>Strong but soft</b></p> <p>The durable fibers grow even stronger when wet. While impressively tough, this material still feels soft against the skin when worn.</p>	<p><b>High-quality shine</b></p> <p>Linen is flaxen or white, ramie is also white and shines like silk, exuding an elegant atmosphere. This fabric shows off colors at their best because dyes accumulate easily in the outer layer of the fibers.</p>
<p><b>Superb blend</b></p> <p>This fabric does not lose the characteristics of hemp even when blended or mixed with other fibers. Because blends of opposing fibers create new textures, hemp blend threads are used for an extensive range of purposes.</p>	<p><b>Environmentally-friendly fibers</b></p> <p>These fibers are highly biodegradable (can break down with microbes) thanks to being plant-based fibers. These ecologically-friendly fibers are born from raised the earth and later return to it.</p>

# majotae PRODUCTS

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## CONCEPT

Throughout the entire process



# majotae

FABRICS

PRODUCTS



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Changing lifestyles through fabric,  
creating a new culture and transforming society.

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# Contact Us

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