



Handling of rush grass products

Handling of rush grass products, a natural material

- When using the product for the first time, wipe both sides lightly with a dry cloth.
- Periodically dry it in the shade or in the sun to keep it dry.
- When stained with sauce, etc., wipe with a dry cloth.
If the stain is noticeable, it can be lightly scrubbed with a brush.

Kurashiki, the birthplace of the HANAGOZA

Kurashiki City in Okayama Prefecture is the birthplace of the hanagoza. Kurashiki City in Okayama Prefecture has long shipped rush grass products around the world.

Imayoshi Shoten has been working on this historical soil. Based on the techniques and ideas of our predecessors, Imayoshi Shoten produces rush grass products that fit in with modern life based on the techniques and ideas of our predecessors.

Kurashiki Igusa Imayoshi Shoten

The history of rushes in Okayama Prefecture is very old, said to be over 1,800 years. In 1878, the founder of flower mats, Somikame Isozaki, perfected the Nishiki-kan-mat (Nishiki Guan-mat), and the woven flower mat industry began in Kurashiki.

In 1897, the founder, Chuzo Imayoshi, established Imayoshi Shoten with his son, Yasuji, as a wholesaler of a complete line of rush mats for the domestic market. The Osaka bank account number 5580 opened by the second generation tells the history of Imayoshi Shoten.

Masayuki Imayoshi, who replaced the fourth generation, felt the decline of the rush grass industry and established the Kurashiki brand "HANA-MASHIRO" under the trade name "Kurashiki Igusa" to preserve the rush grass industry in Kurashiki for future generations, especially focusing on "Made in Japan" products from Okayama.

Toshifumi Imayoshi, the fifth generation of the current owner, is committed to the succession and development of the local Kurashiki rush grass cultivation and weaving techniques established by our predecessors, and will continue to offer not only small rush grass goods called "short rush mat," but also the "HANA-MUSHIRO," the culmination of our techniques, in a modern form.

2023 Imayoshi Shoten 5th Generation Owner Toshifumi Imayoshi

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