

News Release

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リリース
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Implementation of Business Alliance with KIMONOdressjapan

Kurashiki, June 6, 2022:

Will Partners is pleased to announce that, in support of the management policy of KIMONOdressjapan Corporation (Head Office: 1792-24 Dainichi, Yotsukaido-city, Chiba, Representative: Sachiko Mitsumura), we have decided to form an alliance with the company and promote the spread of quality Made-in-Japan products from Kurashiki to the domestic and overseas markets. We are pleased to announce that we have decided to promote the spread of traditional Japanese products. Through our business activities, we will continue to actively promote one of the SDGs goals, "Responsibility to Create Responsibility to Use" (we aim to reduce waste by using high-quality products made in Japan for a long time). We will continue to actively promote "Responsibility to Make and Responsibility to Use," one of the SDGs, through our business activities.

KIMONOdressjapan introduces vintage kimonos as "kimonos" to people overseas, some of which are arranged and worn, and uses the proceeds to increase the number of people who can enjoy Japanese culture widely in Japan and abroad, and to revive ancient textiles and dyeing in the modern age. We hope that those who purchase our products will enjoy the one-of-a-kind Japanese fabrics that are unique to them.

As for cross-border EC, we started a little earlier than 2016, when the world began to be aware of cross-border EC. At that time, we started with Yahoo! Auctions in Japan and eBay overseas. We continue to do so even now. Then, as my transaction record built up, my credibility and followers increased, as well as repeat purchases from people who liked my products. I began to think that I wanted to have my own cross-border e-commerce site and create a community called KIMONOdressjapan through communication with overseas customers, instead of using e-commerce malls. At a cross-border e-commerce event held by the Organization for Small and Medium Enterprises, we were introduced to J-Grab, a company capable of building and supporting cross-border e-commerce sites.

(Source: Adapted from j-grab)

<https://www.j-grab.co.jp/cases/kimonodressjapan/>

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