



Old is New.

Whole Love Kyoto®

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Whole Love Kyoto / KYOTO15  
ホールラブキョウト・キョウトデザインラボ

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KYOTO  
TRADITIONAL  
CULTURE  
INNOVATION  
LABORATORY



All products are made in Japan.

## Whole Love Kyoto®

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HANAO SHOES GOJO (TSUBAKI/camellia) Traditional pattern

## HANAO SHOES

This is the most popular product in Whole Love Kyoto, and it can suit not only for Japanese traditional clothes and also for normal styles. We use long-established's hanaos(Thong), including those of the Imperial Warrant, which are handcrafted by craftsmen one by one. In addition, sneakers are also manufactured by Japanese companies (MOONSTAR) because we focus on MADE IN JAPAN and MADE IN KYOTO. As a modern fashion item that incorporates Japanese culture, it also attracts attention from overseas such as Europe and Asia.

### CO-PRODUCED

CHOBOYA(ZORI/GETA\_Japanese sandal),KIKUNOGONOMI(Thong ornament)  
HIRAISHIGE SHOTEN(Thong ornament)

### MATERIAL

Cotton + Hanao(polyester,paper)

### SIZE

XS/S/M/L/XL

### PRICE

¥16,800-



ADC 99th Annual Awards 2020 (NYC) / FASHION DESIGN AWARDS:MERIT



OKOBO(Maiko/Geisya wooden sandals)



CHOBOYA(ZORI/GETA\_Japanese sandal) since1954





HANAO SHOES Leather

CO-PRODUCED

CHOBOYA(ZORI/GETA\_Japanese sandal),KIKUNOGONOMI(Thong ornament)  
HIRAISHIGE SHOTEN(Thong ornament)

MATERIAL

SHOES WHITE /Goat leather+ Hanao(polyester,paper)  
SHOES BLACK /Cow leather+ Hanao(polyester,paper)

SIZE

XS/S/M/L/XL

PRICE

¥27,400-



HANAO BEACH

CO-PRODUCED

CHOBOYA(ZORI/GETA\_Japanese sandal),KIKUNOGONOMI(Thong ornament)  
HIRAISHIGE SHOTEN(Thong ornament)

MATERIAL

Synthetic Rubber + Hanao(polyester,paper)

SIZE

XS/S/M/L/XL

PRICE

¥9,400-

HANAO SHOES Kids

CO-PRODUCED

CHOBOYA(ZORI/GETA\_Japanese sandal)  
HIRAISHIGE SHOTEN(Thong ornament)

MATERIAL

Cotton + Hanao(polyester,paper)

SIZE

15/17/19 (EUR25/28/31)

PRICE

¥8,200-

	XS	S	M	L	XL
JAPAN	23	24	25.5	27	28
EUR	35.5/36	37-37.5	38.5/39	40.5/41	42/42.5





KYO-YUZEN (SAKURA/cherry blossoms) Traditional pattern

## HANAO SHOES Craftsman KYO-YUZEN

A thong that uses a piece of kimono fabric from Kyoto Yuzen and Marusenکو.

Kyo Yuzen, which features elegant patterns and colors, had an appeal that is not found in existing thongs, even if only a part of the fabric is focused. Recycling and collaboration made possible by the small amount of fabric needed to make a single thong.

### ABOUT : HANAO SHOES Craftsman

This is a collaborative product with craftsman of Kyoto that deals with the hanao (sandal strap) part of HANAO SHOES produced by Whole Love Kyoto which has been capturing the attentions of a wide range of media since its release in 2017. The first hanao product is a one completed in the use of specially-made Sanada straps produced by "Sanada Himo - Enami"; The second one is the somenuki (shaped resist dyeing) hanao of "Hidari-Sangaimatsu" the jyomon (family crest) of Mr.Tatekawa Shinosuke, finished by a traditional shop of kuro-montsuki (black crest). These products are on limited sale respectively.

### CO-PRODUCED

MARUSENKO(KYO-YUZEN/TEXTILE)

### MATERIAL

Cotton + Hanao(silk,gold leaf,polyester,paper)

### SIZE

XS/S/M/L/XL

### PRICE

¥23,800-+tax



Slip-on type and Shoelace type sneakers.



MARUSENKO(KYO-YUZEN\_textile) since1965





A kimono needs 150 to 250 shapes.They' re all hand-curved by special carver.



SANADA BAND SHOES AI

## SANADA BAND SHOES SANADA BAND HAT

Co-produced with Sanada string and Enami.Sanada string used to be used as a string when holding a sword and as a string for construction in the past, and the difference from braid is that it is durable without stretching. Japan still has many variations of knotting method,and has developed “SANADA BAND SHOES” and “SANADA BAND HAT” as a fashion of “knotting”.

### CO-PRODUCED

ENAMI(SANADA BAND\_ Band),David Roux-Fouillet(Royal College of Art)

### MATERIAL

SHOES/HAT : Cotton + SANADA BAND(cotton)

### SIZE

SHOES:XS/S/M/L/XL  
HAT:FREE

### PRICE

SHOES ¥16,800-+tax  
HAT ※Unreleased





SANADA BAND HAT Black : A mechanism that fits your head by tightening a Sanada string with the hat that could be too large to be worn as it is.



ENAMI(SANADA BAND\_ Band) since1568



TOCHU Stall (SEKKA/snow crystal)Traditional pattern

## TOCHU

The tie-dyed scarf “TOCHU”, means that the process has been interrupted. We develop this product because we pay attention to that processes of craft are interesting. The package of this product is formed to tell the craftsmanship as close as possible to the actual one. Not a craftsman but a user complete this product and can learn and experience the craftsman work and knowledge by getting involved in one of the process. Uniting the string of TOCHU enables them to enjoy the time of opening the gift and learning about the craft.We co-created with “Tabata shibori”.

### CO-PRODUCED

TABATA SHIBORI(KYO-KANOKO SHIBORI\_Tie-dyeing)

### MATERIAL

Modal,Silk yarn dyed lawn

### SIZE

Scarf 520x520mm  
Stall 1900x650mm

### PRICE

SEKKA Scarf ¥9,000- STRIPE Scarf ¥14,800-  
SEKKA Stall ¥23,000- STRIPE Stall ¥28,800-





TOCHU Stall (SEKKA/snow crystal)Traditional pattern



The dyeing tradition has existed for over 1400 years.



TABATA SHIBORI(KYO-KANOKO SHIBORI\_Tie-dyeing) since 2005



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AWARDS: MERIT





ICE CREAM GIFT Ice spoon

## ICE CREAM GIFT \_KAZARIKANAGU

This spoons were created by TAKEUCHI KAZARIKANAGU's (Kyoto traditional metal ornament) craftsmen.

Kazarikanagu are ornamental metal fittings that are mainly used for temples and shrine's Buddhist tools.

Making spoons with the technique of Kazarikanagu is an unprecedented attempt, and is an item created by the encounter between OLD "Traditional Crafts" and NEW "Ice Spoon".

Rather than use every day, I suggest it as a little rich evening ice cream spoon for yourself or as a gift.

The paulownia box of the package is the work of a long-established paulownia box, box wisteria.

### CO-PRODUCED

TAKEUCHI(KAZARIKANAGU/Decorative metal work)

### MATERIAL

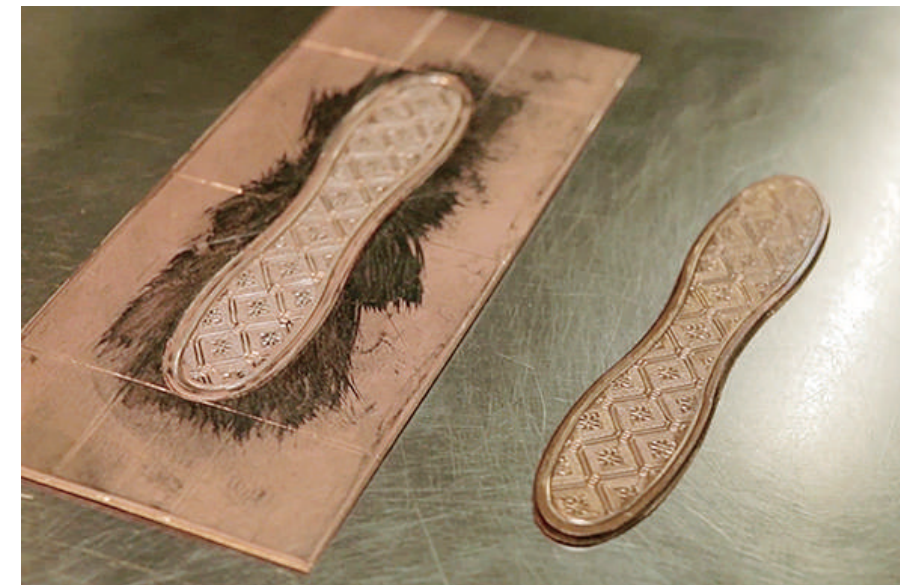
Copper + Silver

### SIZE

2spoons, 75 x 15 mm

### PRICE

¥6,000-



TAKEUCHI(KAZARIKANAGU/Decorative metal work) since 1968





ICE CREAM GIFT Ice spoon

## ICE CREAM GIFT \_URUSHI

The spoon made by Urushi ( Japanese lacquer ) craftsman.  
It has beautiful lacquer applied in multiple layers.  
Urushi is a familiar technique used for bowls in everyday life in Japan,  
but it is rarely seen these days.  
I suggest it as a little rich evening ice cream spoon  
for yourself or as a gift. The the package is also work of  
Kiri ( paulownia ) box craftsman.

### CO-PRODUCED

ISHIKAWA JAPAN STUDIO(URUSHI/Japanese lacquer)

### MATERIAL

Birch wood + URUSHI

### SIZE

2spoons,75x15mm

### PRICE

¥12,800-



With Pawlownia Box



ISHIKAWA JAPAN STUDIO(URUSHI/Japanese lacquer) since1979





## CHOCHIN CAP

CHOCHIN CAP are co-created with Kyoto Lantern atelier “Mino-ya” with a long historical studies on technics and materials. The flexible form, a feature of Chochin, enables users to change the length and style as they like. Even it looks apparently funny, once you put on, it will be adaptable.

That is a fashion item “to wear Kyoto traditional culture”.

### CO-PRODUCED

MINORI YANASE SHOTEN(CHOCHIN\_Paper\_lantern)

### MATERIAL

WASHI (japanese paper) + Wood,Cow,Linen

### SIZE

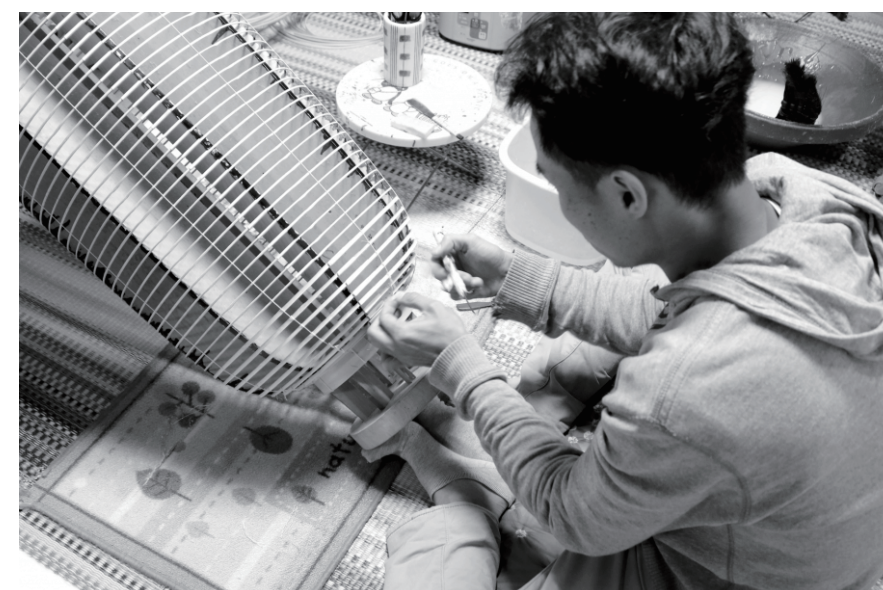
F(58-60mm)

### PRICE

¥24,000-



※ Cannot be used on rainy days.



MINORI YANASE SHOTEN(CHOCHIN\_Paper\_lantern) since1818





# **Tomorrow** (WLK Indigo dye Shirts)

“Tomorrow” which was co-produced with Mr. and Mrs. Tanio, a craftsman of indigo dyeing who is particular about natural indigo dyeing instead of the chemical dye indigo pure, which is famous for jeans etc. The more you wear it, the more indigo will come out and it will become a white shirt. However, its color will not transfer to other cloths when you wash it. We have named this product as “Tomorrow” because you look forward to seeing how the shirt will look like in a year. The design of the pattern and others of this shirt was developed by Tomaru.

## **CO-PRODUCED**

TANIO MITSUYASUI(AIZOME\_Indigo dye)

## **MATERIAL**

Organic cotton

## **SIZE**

S/M/L

## **PRICE**

¥27,800-



TANIO MITSUYASUI(AIZOME\_Indigo dye)since1970





## TENUGUI

We produce washcloths while consulting with craftsman from Hachiman Dyeing possessing a print table as long as 25 meters. The patterns of washcloths produced by the students in Fashion Design Course and Textile Course of Kyoto University of Art and Design are part of this project. Hosokawa Corporation is satisfied with a type of such designs in the motif of the fruit sandwich of Fruit & Cafe Hosokawa being a long-established shop in Shimogamo. This product is available at Hosokawa shops.

### CO-PRODUCED

HACHIMAN SENSHOKU(Dyeing)

### MATERIAL

Ise cotton(japanese cotton)

### SIZE

920 x 350mm

### PRICE

¥1,280-



“Auto” (machine)is capable of dyeing it about 4,000m per day,while  
“handy” (hands)only about 350m.



HACHIMAN SENSHOKU(Dyeing) since1939



# BRAND HISTORY

**2019**

April

**Milan Design Week** at SUPERSTUDIO (Milano)

Sep

**MAISON & OBJET PARIS 2019** at Paris Nord Villepinte

Oct

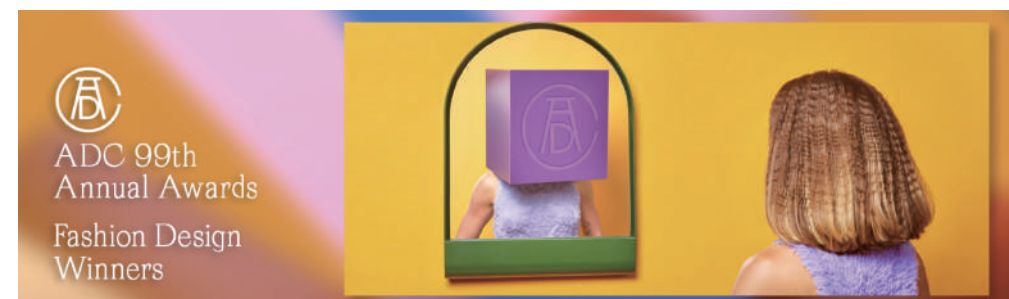
**GOOD DESIGN AWARD 2019 (JAPAN)**\_Awarded

Nov-Feb/2020

**MUSEE DES ARTS DECORATIFS / MAD Paris**

HANAO SHOES was exhibited and sold  
at “Marche et démarche. Une histoire de la chaussure”  
(exhibition of walking and shoe design from the Middle Ages to the present)  
held at the world-famous Paris Decorative Art Museum(MAD Paris).

**2020**



May

**ADC 99th Annual Awards (NYC) / FASHION DESIGN AWARDS: MERIT**

► HANAO SHOES

<https://www.oneclub.org/awards/adcawards/-award/35766/hanao-shoes>

► TOCHU

<https://www.oneclub.org/awards/adcawards/-award/35765/tochu>



Milan Design Week 2019(installation)



MAISON & OBJET PARIS 2019



MUSEE DES ARTS DECORATIFS/MAD Paris



