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## **Avex Launches Fine Hemp Brand “majotae”**

### **Products Underway for Spring/Summer 2015 with Isetan Mitsukoshi**

TOKYO (23 October, 2014) Avex Group Holdings Inc., Japan’s leading entertainment company, announced today the launch of “majotae,” fine natural hemp fabric brand. Products for next Spring / Summer is in development with Isetan Mitsukoshi Holdings Ltd., the leading department store operator in Japan.

majotae’s quality is not only ideal for fine apparel, but has potential for other applications such as furniture, décor fabric and medical uses.

Commenting on the launch, Shigekazu Takeuchi, Avex Group Holdings Representative Director, said: “This project to revive centuries-old hemp conveys to us today the culture and wisdom cherished in pre-modern Japan. It is with great joy for Avex to be a part of this significant project.”

Hiroshi Ohnishi, President and CEO of Isetan Mitsukoshi Holdings Ltd., also commented saying: “I’m impressed not only by the quality of the fabric, but also by the vision of the project. Through our products, we hope to bring the spirit of majotae to the world.”

### **About majotae project**

*Bringing back taima-fu, natural fine hemp, as Japan’s once and future fabric of choice.*

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. The majotae project brings this “forgotten fabric” back to our modern life. Natural fabric expert Shinichiro Yoshida, obi artisan Genbei Yamaguchi, and Avex Group have come together to infuse life into “majotae”.

\*majotae uses only the finest, harmless hemp.

For more information, visit [www.majotae.com](http://www.majotae.com)

taima-fu history and project vision: <https://vimeo.com/109546616>

**EXHIBITION: MAJOTAE – The Forgotten Fabric –**

Shinichiro Yoshida and Genbei Yamaguchi, was joined by above mentioned Hiroshi Onishi, and Shigekazu Takeuchi, as well as Masato Matsuura, Representative Director, CEO, Avex Group Holdings. Inc., at the Opening Reception of the special exhibition to commemorate brand launch on 22<sup>nd</sup> October, 2014. The exhibition is held until Saturday in Tokyo.

Photos from the Opening Reception: [http://www.image.net/avex\\_majotae\\_2014](http://www.image.net/avex_majotae_2014)

**Isetan Mitsukoshi Holdings Ltd.**

Isetan Mitsukoshi Holdings Ltd. (TSE: 3099) is the largest department store operator in Japan. (<http://www.imhds.co.jp/english/>)

**Avex Group Holdings Inc.**

Avex Group Holdings Inc. (TSE: 7860) is a major general entertainment group in Japan. ([http://www.avex.co.jp/e\\_site/index.html](http://www.avex.co.jp/e_site/index.html))

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