



City of Kyoto
Kyoto Convention Bureau (KCB)

Kyoto, 15 January 2014

'Hijab ' x Kyoto!



The traditional head scarf worn by Muslim women known as Hijab is now available in Kyoto styles!

Thanks to economic growth and the relaxation of requirements to acquire visitor visas, we are expecting more visitors to Japan from populous Muslim countries.

City of Kyoto and Kyoto Convention Bureau (KCB) promote the Kyoto brand to tourists from all over the world.

As a sign of appreciation and a symbol of Kyoto hospitality, City of Kyoto and KCB have created unique souvenirs especially for Muslim visitors.

These made-in-Kyoto Hijab are a familiar fashion to Muslim women with a taste of Kyoto.

The Hijab have been created through a collaboration of skill, experience and knowledge. The skill and experience were provided by local traditional Kyoto textile companies, and the ideas came to us from Muslim students studying in Kyoto. All elements of the Hijab were authentically made in Kyoto.

We hope that these Kyoto Hijabs will evoke beautiful memories of historical Kyoto's timeless tranquility. They will surely be wonderful souvenirs for families and friends back home.

Tourism Representative, Shuhei Akahoshi, Managing Director of Tourism Promotion, KCB said:
"Kyoto has always been a destination that is popular with world travellers with its ancient Ryokan, cuisine, rich heritage and traditional tools. Focusing on traditional crafts industry, Kyoto is proud of

the skilful techniques local craftsmen and artists use to produce, develop and pass on the crafts to the next generation. By improving and perfecting their work, the artists of Kyoto create works that bear the fruit of Japanese beauty in day-to-day living. We hope many Muslim visitors will learn more about Kyoto through this special “Kyoto-only” souvenir. ”

General Secretary of Kyoto Muslim Association, Ms. Hiromi Taguchi commented:

“I am deeply impressed with the materials and vibrant colors. A Hijab that is stiff is uncomfortable to wear, and one that is too soft is unable to maintain a pleasing shape. This material, however, strikes the ideal balance. I appreciate the lineup of 6 colorways as this enables one to select one’s favorite color and enjoy the Hijab as a fashion item. Furthermore, many Muslims live in countries with hot climates, and so the fact that this Hijab can be washed is attractive. The stamp that says “Kyoto” present on each Hijab is subtle and pleasing to the eye, and the location of accent colors on each Hijab is different even from other Hijabs of the same colorway. The wearer can show off the accent colors by wearing the Hijab in various configurations, making each piece truly unique in the world.”

Ms Azza AL ISMAIL, a Muslim student studying in Kyoto, said:

“I tried Kyoto Hijab and the first thing attracted me was the beautiful color and design of it. It was very stable and comfortable for me. I think now it will be easier to find Hijab for different occasions and I don’t need to worry!”

For more information on Kyoto, please visit www.kyoto.travel

For further press information, contact Rie Doi +81(0)75-212-4145 or email r-doi@hellokcb.or.jp

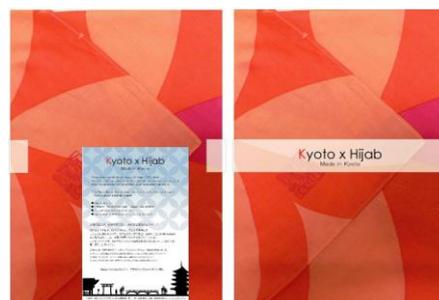
About KCB

Kyoto Convention Bureau is the official partnership for international tourism representation of the City of Kyoto, Japan. Kyoto’s diverse history and reputation as Japan’s original capital and cultural centre provide a wealth of opportunities for tour operators and travel agents. The city is home to the Imperial Palace whilst also being the only place where ‘real’ geishas can still be seen, its old temples and Zen gardens interspersed with urban living means that Kyoto is a striking contrast of heritage and modern city. Its location just 25 minutes from Osaka and 2hrs 15 minutes from Tokyo, make it easily accessible from Japan’s two main international gateways.

www.kyoto.travel

On sale starting: 15 Jan 2014

Price : 6,300yen



Store Locator : Kyoto Handy Craft Center (<http://www.kyotohandicraftcenter.com/index.html>)

Kyoto Craft Mart at (<http://kyoto-craft.jp/?lang=en>)

-Westin Miyako Hotel

-New Miyako Hotel

-Kansai Airport

-Narita Airport

-Narita Toubu Airport shops

Key of items

Size : Type.1 53cm x 180cm Type.2 112cm x 112cm

Color : Black, Orange, Blue, Green, Pink and Purple

Material : High quality 100% Cotton (Made in JAPAN)

Lightweight, silky smooth texture

Description : 七宝つなぎ – Shippo tsunagi -

This beautiful geometric pattern is called Shippo tsunagi, meaning seven treasures of/in the world. This meeting of seven treasures stands for harmony and good luck.

Support : AMITA Co.,Ltd: expert in sales in Kyoto

<http://www.amitacorp.co.jp/co/top.html>

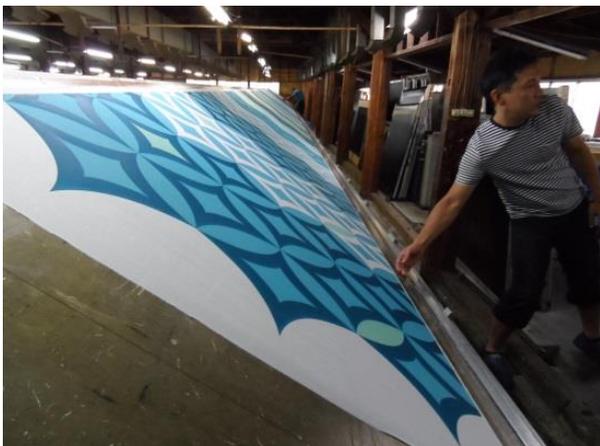
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-At the factory-



-Meeting to check colors-

