

### CATALOG BOOK

Nara, where has been the center of the culture since ancient times, flourished by improving various fabric skills not only clothing but specific fabric of indoor rituals for gorgeous court architecture, temples, and shrines after the capital was moved, too.

Our company is in that Nara and has been running a manufacturing fabric industry for a long time. We began to make efficient use of the scrap which comes from cutting fabric and stacked them in multi layered for private use. And they were so useful.

We started giving the fabrics to our friends and acquaintances for its convenience, and they also liked them. Thereafter we began to make it with a fixed size because we considered it would be more useful for people and this is the beginning of "Shirayuki fine mesh cloth".

During the "Ominugui" cleaning ritual ceremony at Todaiji Temple,
UNESCO World Heritage Site in Nara, our cloth is used to clean and purify
the Great Buddha Statue.



# OUR PHILOSOPHY



### Craftmanship

The needs of society are being changed with the world keeps changing constantly and time goes on. There are some processes of making our products that should be done manually in this mass production by machines era. There are some companies which put priority on profits when they develop new things though we do not take it for granted. We try to give the first priority to the high quality when we consider the new models or new products with meeting people's needs. We put priority on Shirayuki's high quality and seeking expertise without compromises. Now we can offer our customers the highest quality in Japan. Shirayuki's professional skills are used for every manufacturing process. We keep providing stable high-quality items by using the hands of people.



### Design

We finally reached the Japanese representative dyeing "Kyo Yuzen" by pursuing the dignity and splendid color through imagining designs one by one, drawing, and dyeing. Although it was very difficult to dye "Kyo Yuzen" on our rough and thin weave fabric which is different from silk weave fabric used for Kimono, we can express our ideal designs with the careful handwork that is made by the professionals who have high skills and experiences in the end. There are some designs such as "THE BEAUTY OF JAPAN series" which is expressively dyed Kacho Fugetsu (the beauties of nature), "Kawaii series" which is full of prettiness, "World Story series" which express some scenes stay in people's minds. Every series provides you the ultimate beauty without giving in. We are very glad if you enjoy the beauty, pleasure, and season in your daily lives when you choose your favorite designs.



# Features of Shirayuki Fine Mesh Cloth

### ♦ The Highest Quality

High quality layered fine mesh cloth using 100% natural fabrics. Handmade in Nara, the ancient capital city of Japan.



### Beauty of Kyo-Yuzen dyeing

The beautiful patterns of our fine mesh cloth are dyed into the cloth using the Yuzen technique. This traditional dyeing technique has been used in all manners of Japanese textile production ever since.



### Sustainable

Our fabric is Eco-friendly and different from the synthetic fiber which is derived from petroleum. It goes back to the soil faster than cotton after the biodegradation.



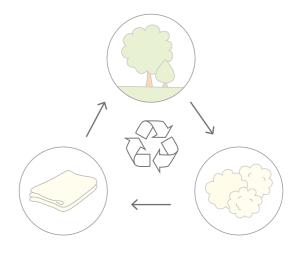
#### Excellent material

It is very strong because the highest quality clothes are stacked carefully in multi-layered. The more you use it, the softer it becomes and it dries fast as it is made of rough and thin woven fabric.



### ◆ Eco-Friendly and Reusable

Resistant to stains and odor, making them ideal for long-term use. Let's make your kitchen even Eco Friendlier instead of one time-use paper towels.





# Shirayuki Kitchen Cloth

### Japanese best seller for over 50 years

It is a thick kitchen cloth stacking eight layers of Japanese high quality layered fine mesh cloth. We offer two sizes: regular and large, and each materials are durable and guaranteed to last. It is suitable for a table-wiping cloth or a dish towel. Highly absorbent and stain-resistant, ideal for drying and washing. Not only can they quickly and effectively absorb liquid and dirt but they also wash clean without any hassle. Everything comes clean, can be used in place of paper towels and conventional dishcloths.







#### Shirayuki Kitchen Cloth

"Much more than just a cloth". Shirayuki fabrics, a multi-purpose cloth made from high quality fine mesh cloth. The perfect mix of cotton and rayon makes this cloth highly durable and very soft. It will become softer with each use.





#### Shirayuki Kitchen Cloth Ramie Mixed

Made from a fine blend of cotton, rayon, and heatresistant ramie, this cloth is extremely resistant and very smooth to the touch. It is perfect for cleaning your glassware or wiping the dishes.





#### "Shirayuki Kitchen Cloth"

materials: 50% cotton, 50% rayon size: 30 × 35cm (12"×14") | 30 × 45cm (12"×18)

#### "Shirayuki Kitchen Cloth Ramie Mixed'

materials: 50% cotton, 35% rayon, 15%ramie

size: 30 × 35cm (12"×14") | 30 × 45cm (12"×18)



### Shirayuki Glass Cloth

This fine mesh cloth is made of cotton, rayon, and ramie. It has less layers with larger size compared to our other products, so it's thinner and very light, dries quickly. Shirayuki Glass Cloth can be used as dishcloth, cheesecloth for cooking, or as a unique way to wrap gifts. Our special running stitch design represents growing prosperity. We create it for you with the hope that good luck will come your way from all directions.









Green



Yellow



Blue





Violet

White









Plenty of designs and colors of Yuzen dyeing give us brilliant daily lives.

It is multifunction material in the point of soft touch hygroscopicity, and quick dries.

You can use it not only for kitchen cloth but multipurpose for our daily life.





### - More than 150 types of patterns are available -







Every series provides you the ultimate beauty. We are very glad if you enjoy the beauty, pleasure, and season, in your daily life when you choose your favorite designs.

material: 85% rayon, 15% cotton size: 30×40 cm (12"×16")

# Shirayuki Kitchen Cloth

### **KYO-YUZEN DYEING**



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Charcoal is known as a deodorant effect and we grow our food in to make our daily life more beautiful.

materials: 80-90% rayon, 10-20% cotton



Throw Blanket 115 × 190 cm (45" × 74")



Bath Towel 65×130 cm (25"× 51")



Facce Towel 30×110cm (12"×43")



Kitchen Cloth
") 30×40cm (12"×16")



Handkerchief 30×30cm (12"×12")







Bincho charcoal is called "black diamond" and being used for purification the air we breathe, the water we drink, and the soil.

We use a fabric blended series of "Kishu-Bincho Charcoal" which is the best of Bincho Charcoal.







Yellow

Green



### Shirayuki Solid Plain Pattern Kitchen Cloth

We use undecorated fabric of pastel color on the sur face of kitchen cloth, and white fabric on the other side. You can use to enjoy it in various ways by sorting the color.

materials : 85% rayon, 15% cotton size :  $30 \times 40$  cm ( $12" \times 16"$ )













Tiger

Wild boar

Hedgehog



### · yamyam / tott

He likes drawing and making something since he was a kid. He is active in illustrations for magazines and advertisements.

### Shirayuki Hand Stitch Handkerchief

You can use it as a handkerchief, kitchen cloth, or whatever you want. The feature of it is soft and tender touch and made of 100% of rayon which is good at absorbing and softer than cotton, won't damage your skin.

materials: 100% rayon size: 30 x 30 cm (12" x 12")



### Shirayuki Tea Towel KYO-YUZEN DYEING

From ancient times, we Japanese have called hand cloths "Shukin". Both sides of our Tea towels are dyed in different patterns using the artistc technique of Yuzen dyeing, making them reversible. We hope you will enjoy this unique aspect of our Tea towel.

material: 100% cotton size:  $53 \times 53$  cm ( $21" \times 21"$ )

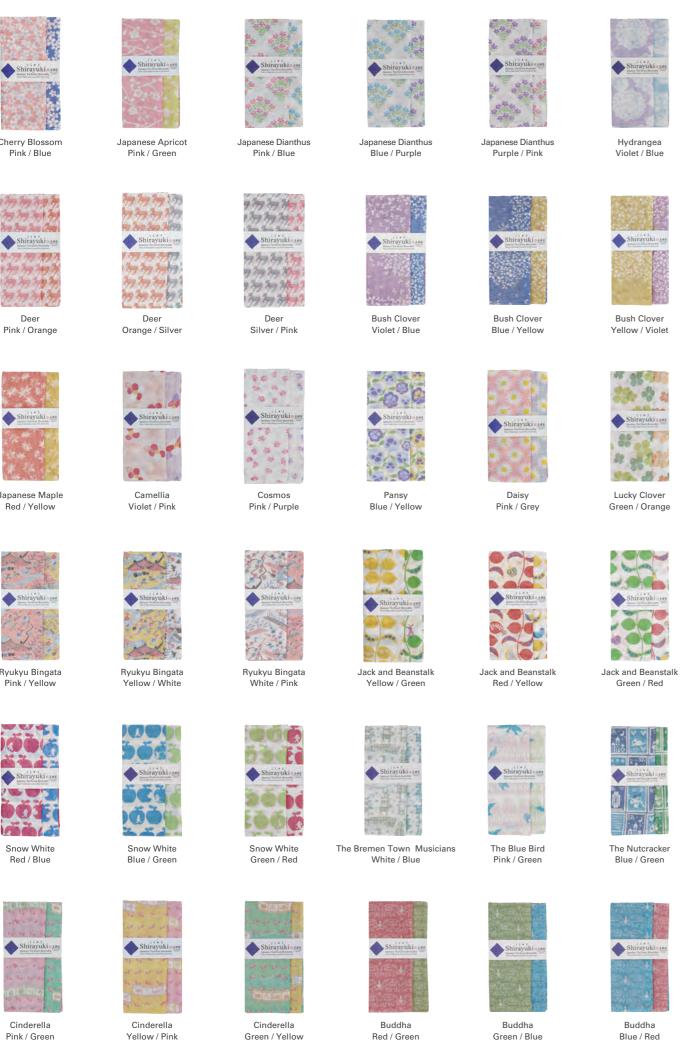


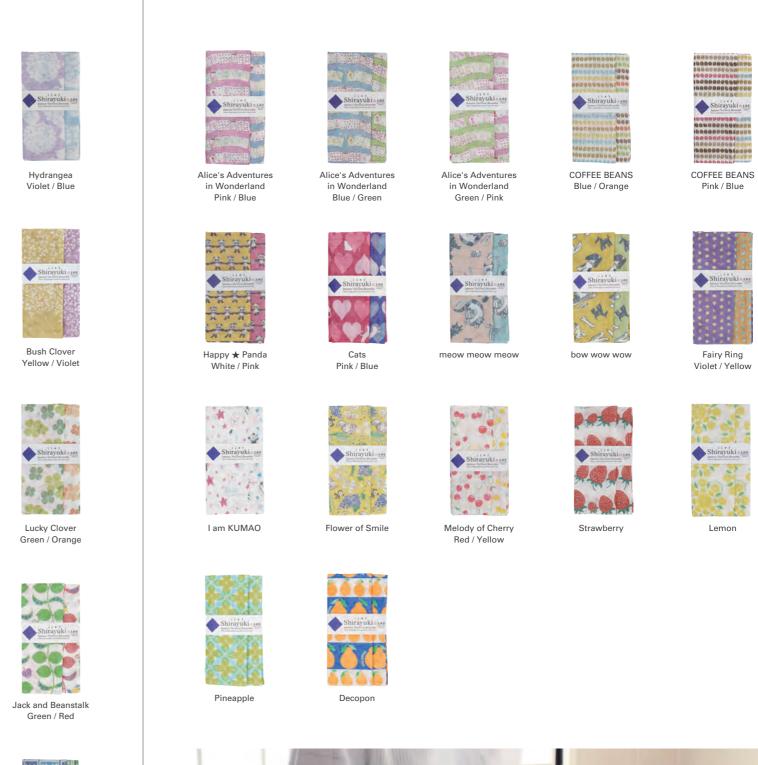














COFFEE BEANS

Orange / Pink

Hawaiian Quilt

Orange / Pink

Grapes

19

Pink / Blue

Fairy Ring

Lemon



### Shirayuki Handkerchief KYO-YUZEN DYEING

Soft as silk and absorbent as a towel, this handkerchief can be used in many ways. Each handkerchief is reversible and has a solid-colored back to compliment its patterned front.

materials: 100% cotton size:  $30 \times 30 \text{ cm} (12" \times 12")$ 









# Shirayuki Handkerchief KYO-YUZEN DYEING



Japanese Apricot



















Japanese Dianthus



































# Shirayuki Face Towel KYO-YUZEN DYEING

Each towel has a beautiful pattern on one side and is dyed plain on the other side. It has good absorbency and they can be used in many different ways.

materials: 60% cotton, 30% rayon, 10% ramie size: 26 × 83 cm (10" × 32")







# Shirayuki Face towel KYO-YUZEN DYEING































東京 1000 mm 100 mm 100









Daisy Grey















am YOSHIK



I am KUMAO



am KUMAC



ueen of the Night



Flower of Smil



lelody of Cherry



Strawberry



Lemon



Grapes



Dinoonnlo

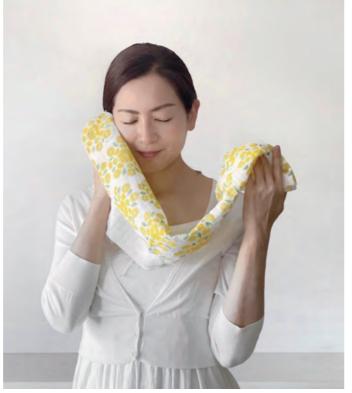


Decopo



Jungle Banana







# Shirayuki Bear Face Towel

### KYO-YUZEN DYEING

### We made a pretty gift shaped like a bear of a hand towel.

It is very popular in terms of the fast absorption and gently touching the more you use. We have already removed off the starch and you can start to use it immediately.



Shirayuki bear Hand towel: materials: 60% cotton, 30% rayon, 10% ramie size: 26×83cm (10"×32.5")

<sup>\*</sup> We have some designs and color each product and it difffers from the size. please check the order slip.



# Shirayuki Bath Towel KYO-YUZEN DYEING

Our bathtowel have brilliant Yuzen patterns on the front, and a white mesh fabric for the back which allows air to pass better for fast and natural drying. Highly absorbent, it become softer after each use.

materials: 60% cotton, 30% rayon, 10% ramie size: 70×140cm (28"×55")







Gift sets are also popular





# Shirayuki Bear Bath Towel KYO-YUZEN DYEING

Shirayuki bath towels, which are very popular for baby showers, have been made into cute bear-style gifts. It is popular because it absorbs water quickly and the texture becomes softer the more you use it.



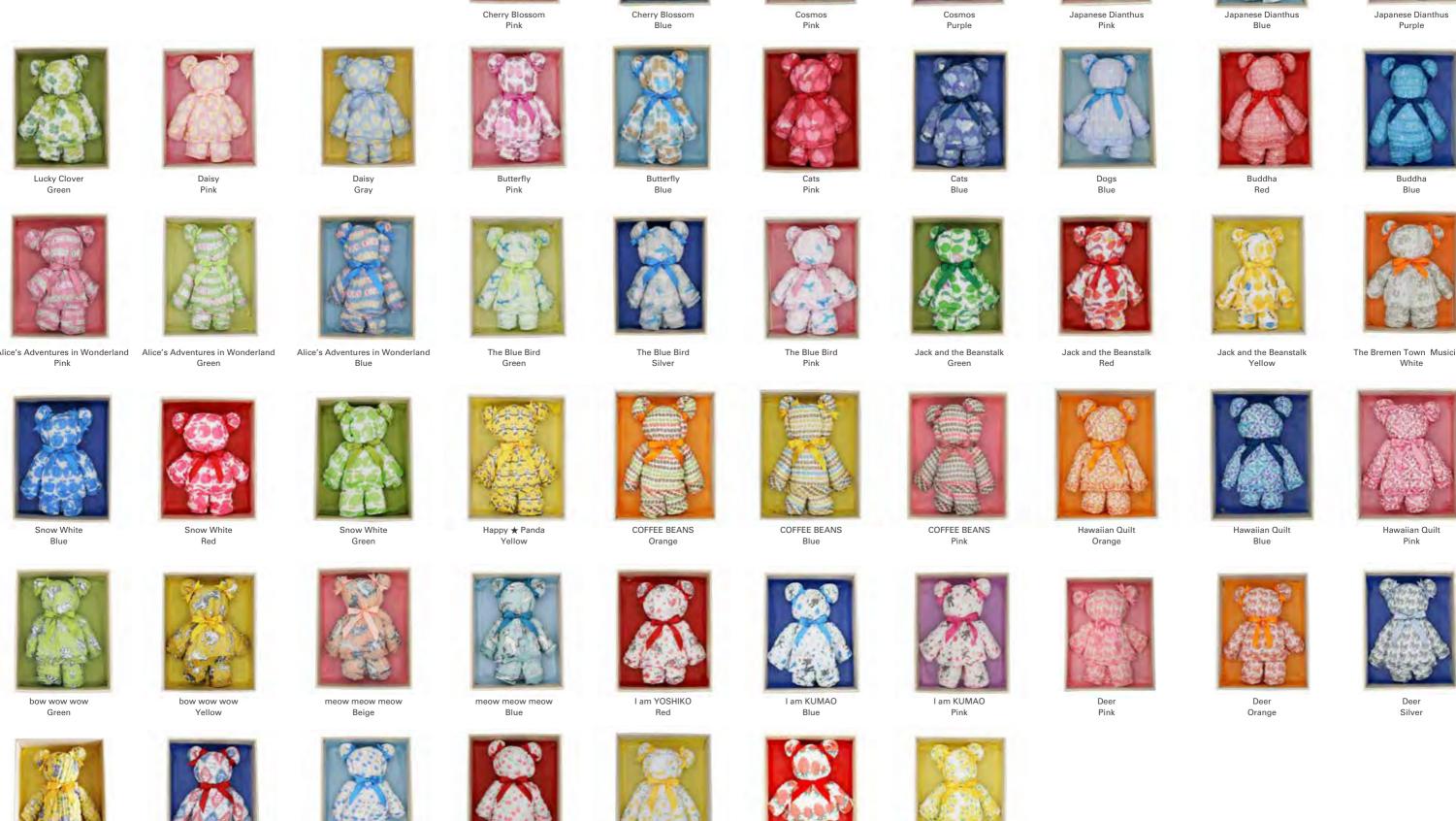


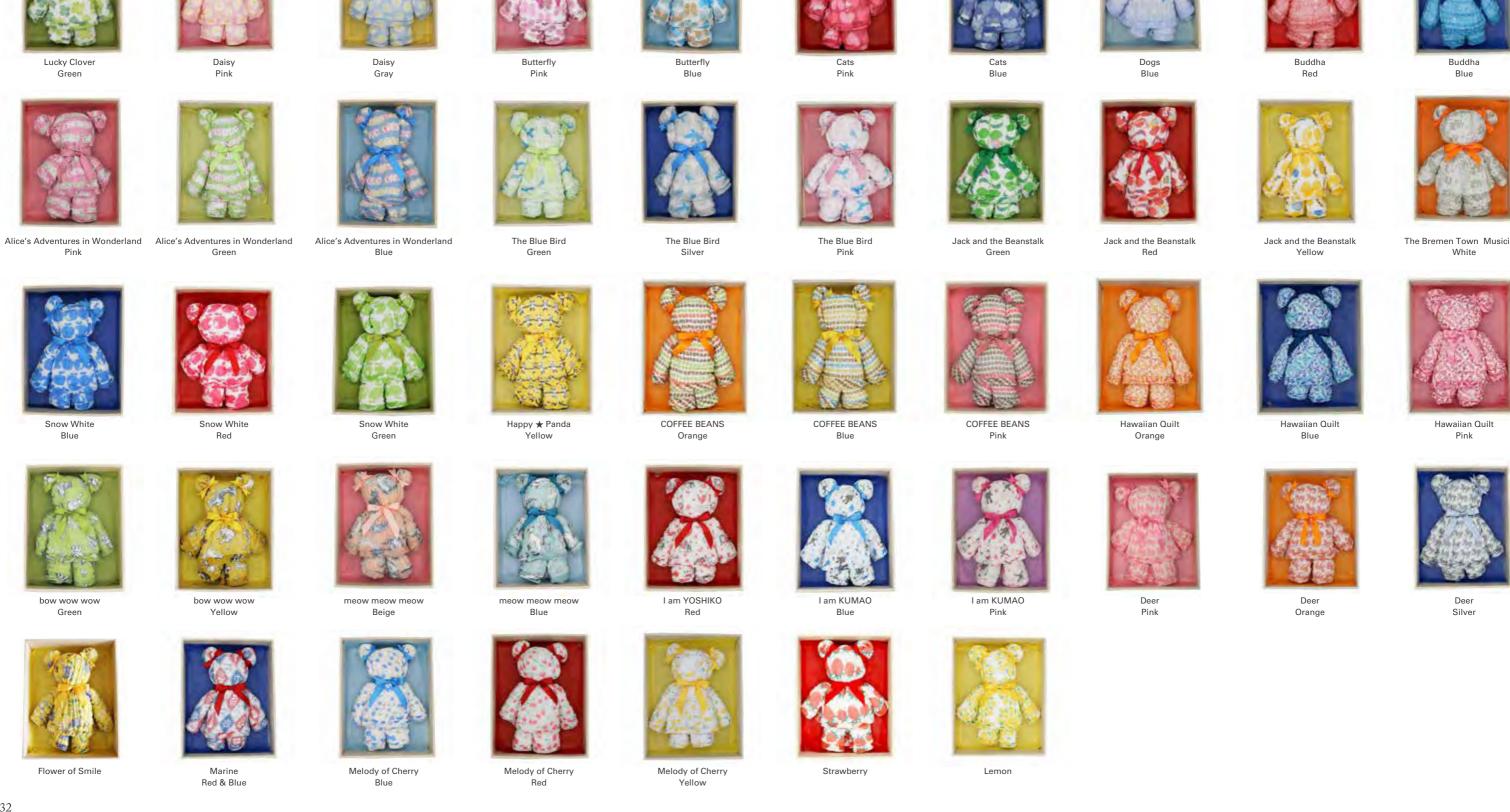


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### Shirayuki Towel Blanket kyo-yuzen dyeing

The carefully selected fabric is stacked in multiple layers. We advise you to use it in summer particularly because it is good at ventilation and hard to get stuffy and smooth touching. It is also good for blanket or bedclothes. It absorbs moisture very well. You can use it outdoors such as camping or at the beach because it is light, compact and easy to dry.

materials : 60% cotton, 25% rayon, 15% ramie size : 100×190 cm (39"×74.8")









Hawaiian Quil















meow meow me Blue





### SHIRAYUKI URUOI Moisture Handkerchief







### SHIRAYUKI URUOI Moisture Towel





size : 28 × 35 cm

size : 28 × 63 cm (11"×25")



SHIRAYUKI URUOI

### Moisture Bath Towel







Hair Towel size: 35×100 cm (13"×39")





Bath Towel size: 65×130cm (25.5"×51")







Half 100 × 140 cm (39"× 55")



140×200 cm (55"× 78.7")



Our "Moisture Towel" has a wider contact patch with the skin than a typical towel, and you can remove unnecessary dirt and sebum just by stroking it. Your skin feels soft and relaxed by using it as a face and body wash cloth.

With our new-feeling moisture towel, the smooth fibers will absorb excess water and still retain moisture, leaving your curls frizz-free and defined. It always retains 11% of moisture and moisturizes your skin with the high moisture retaining property. It is suitable delicate skin and heals the daily fatigue with its kindness.

### SHIRAYUKI URUOI Moisture Skin Care









Squalane Oil



Prevent rough skin caused by rubbing and washing too much.

A new sense of body towel that removes dirt gently just by "stroke washing".

Make stiff skin caused by rough skin and dryness into "smooth".

"nadeco." is a body towel that gently removes dirt while maintaining the barrier function of the skin.

Point. 1 No need soap. Remove dirt, sebum and dead skin from

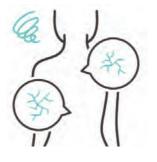
Point. 2 Softness and elasticity that has been woven in many layers of rayon.

**Point. 3** It can be used regardless of the factors of skin problems such as oily and dry skin.

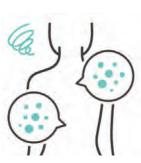
Just stroke washing with water in the towel.

Easy to care for smooth skin.

For these troubled skin, "nadeco." will be helpful.







Oryness of the back, neck etc.

Skin problems such as atopy and ac

Roughness and stiffness of skin





Regular type

Mixed Bincho charcoal type

# Shirayuki

### HANDKERCHIEF POUCH

Shirayuki HANDKERCHIEF POUCH is made of carefully selected fine mesh cloth, and has a useful pocket. So it is convenient as an etiquette pouch to put sanitaries, cosmetics, masks, etc. After removing its starch with warm water, it absorbs water well.

material: 100% cotton size: 14×29 cm (5.5"×11")







Snow White



Happy ★ Panda





Green



Snow White



Happy ★ Panda



Buddha



Flower of Smile



Jack and the Beanstalk



Alice's Adventures in Wonderland



The Blue Bird



\*\*\*\*\*\*\*\*\*\*\*\* COFFEE BEANS

Jack and the Beanstalk



## Shirayuki ... COOLING SCARF TOWEL

You can use the towel as a cooling scarf towel to prevent heat stroke by wrapping this long fabric around your neck. You put ice packs into the pocket before using it. You can cool down easily, for example when you are going out, cleaning at home, and after taking a bath because it is good at ventilation and absorbing sweat.

materials: 50% rayon 50% cotton size: 125 × 14.5 cm (49" × 5.7")

















Sunflower Blue



Solid Plain Pattern



Daisy Gray





Strawberry



Solid Plain Pattern



Hawaiian Quilt



Lemon







COFFEE BEANS







### Shirayuki ... HEADBAND

Shirayuki HEADBAND made of high quality mesh cloth that absorbs water well and dries quickly. It is wide, so even long hair can be held well.

material : 50% cotton, 50% rayon size : 11×25cm (4.3"×9.8")







Solid Plain Pattern



Purple



Solid Plain Pattern Blue



Jack and the Beanstalk Green



Jack and the Beanstalk Yellow



Japanese Dianthus



Japanese Dianthus



Japanese Dianthus Purple



meow meow meow Pink



meow meow meow Blue



COFFEE BEANS







I am YOSHIKO Red







Flower of Smile





Strawberry



Hawaiian Quilt

Lemon

### Shirayuki ... HAIR SCRUNCHIE

The fabric we use is also suitable for tying hair up. There are many beautiful colors available, so enjoy our lovely Hair Scrunchie for your colorful life!

material: 100% cotton size: diameter about 14cm (5.5")













Pink









Happy ★ Panda





Queen of the Night



Flower of Smile



Alice's Adventures in Wonderland Pink



Snow White

43



We see great potential for cotton canvas woven with quality, using our imagination and creativity to make various common daily goods, such as tote bags, shoulder bags, pouches, general merchandise, and of course apparel.

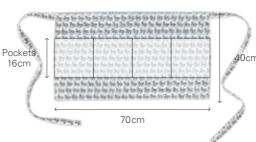
> Canvas is an extremely durable plain-woven fabric and has attracted many with its beauty throughout the ages.

> You will love our fashionable Shirayuki Canvas design for the very best in unique, beautiful handmade pieces.

### Shirayuki Canvas Waist Apron

This is the waist apron using durable canvas weaved lightly. It is easy to maintain to the point of being wrinkle-proof without ironing. You can use it for gardening and working because canvas is durable. It is very convenient with four big pockets.

material: 100% cotton size: 70×40cm (27"×15.7")















Happy Skull Pink



Happy Skull

















Gold









Hawaiian Quilt





Orange



COFFEE BEANS



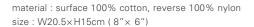
COFFEE BEANS



COFFEE BEANS Orange

### Shirayuki Canvas Travel Pouch

This is the thinner type of pouch using durable canvas weaved lightly. You can wipe off dirt easily because the inside of the porch is made of Nylon. It is good for an accessory case and travel porch.







Orange







Navy



Green





Purple



Sky Blue



Pink & Grey



Marine Yellow & Green



Marine Red & Blue



Snow White Red



Snow White Blue



Snow White Green



Buddha





Buddha



Buddha Black



COFFEE BEANS Pink



COFFEE BEANS



**COFFEE BEANS** Orange







Sunflower Gold



Tulips Pink



Tulips





Hawaiian Quilt Pink



Hawaiian Quilt



Hawaiian Quilt Orange



Violet





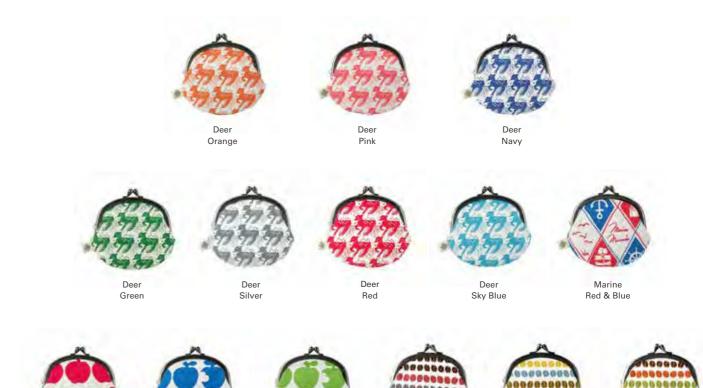
Fairy Ring Brown

### Shirayuki Canvas Accessory Case

This is the thinner type of purse with a clasp using durable canvas weaved lightly. This is palm-sized and you can use it not only for a purse but a case of key, small accessories and medicine. The inside of it is made of Nylon which is hard to get dirty.



material: surface 100% cotton, reverse 100% nylon size: W12×H11.5cm (4.7"×4.5")





Snow White



Snow White



Snow White

Green

Hawaiian Quilt Orange



Violet

1000000000000 30000000000

COFFEE BEANS

Pink



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100000000000

COFFEE BEANS



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COFFEE BEANS

Orange

Brown

Shirayuki Teddy Deer

It was born as a mascot of Shirayuki. Each piece is handmade by a crafts-man, so each piece has a different facial expression.

material: 100% cotton size : about H38cm ( 14.9")









Shirayuki Mesh Cloth are the product of a unique fusion of traditions from Japan's two ancient capitals.

Special cotton cloth of Nara and the Yuzen dyeing technique from Kyoto combine to create an item representative of the crafts, art, and history of Japan.



The beautiful patterns of our mesh cloth are dyed into the cloth using the Yuzen technique, named for its creator, Yuzensai Miyazaki, this traditional technique was invented in the middle of the Edo period (around 1700 A.D.) and has been used in all manners of Japanese textile production ever since.



# Hand-wash in warm water before the first use to remove any excess starch.

We use natural sweet potato starch from Kagoshima.

Soak in warm water at 40°C (104°F) to let the starch soften.

Rinse until the water comes out clean. Be sure to use warm water.

As the starch is hard to remove with cold water.

We have products which have already removed starch: "Bear Bath Towel", "Bear Hand Towel", "Shirayuki URUOI Moisture Towel series", "Cooling Scarf Towel", "Head Band" and "Canvas series". These product has starch removed, so you can use it immediately.

### How to wash and dry

- Hand washing at 30°C (86°F) recommended.
- Wash at or below 30°C (86°F) when using a washing machine.
- Use a laundry net when washing in a washing machine and delicate wash cycle.
- Do not tumble dry\*.
- · Bleach when needed\*.
- · Iron at low temperature.
- · When wringing wet clothes by hand, please wring gently.
- Squeeze in a short time when use a washing machine spin.
- Dry place away from direct sunlight.

<sup>\*</sup>Do not use a bleach for the item which includes squalane because of the deterioration of materials.











<sup>\*</sup>Do not use tumble dry because it shrinks the cloth extremely and makes the cloth firm.

<sup>\*</sup>Do not use bleach for the following items: "Hand stitch Handkerchief", "Solid Plain Pattern Kitchen Cloth", "Handkerchief", "Canvas Travel Pouch" and "Canvas Accessory Case".

The Package design in Japan is different from that in other countries.





Japan

Overseas



We accept your order enquiries / questions via E-mail only.

Please feel free to contact us at "support-en@shirayuki-fukin.com"

We shall return you promptly as soon as possble.







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