

# TOKYO SAIKAI

**Introducing White, a new release from Hasami Porcelain**  
**Available from April 17, 2023**

## HASAMI PORCELAIN™



On April 17, Tokyo Saikai Co., Ltd. (Headquarters: Setagaya, Tokyo; Chief Executive Officer: Kentaro Kodama) will commence sales of White, a new release from Hasami Porcelain. White is based on the brand's existing lineup, with minor changes made to product specifications to accommodate OEM production, while also featuring one new addition.

The five-piece lineup consists of a new tasting cup in two sizes and the standard mug in three sizes. Based on a cupping bowl, the tasting cup features a stackable, handleless design that makes it suitable for a wide range of uses. The items are suitable for OEM production and can be customised with transfer prints, such as restaurant/shop logos or other designs. This coming autumn, the lineup will be further expanded with the release of plates and bowls.

White will also be released to the general public on April 17 via Saikaishop, the official online shop of Tokyo Saikai.

### **Designer: Takuhiro Shinomoto**

Born in 1966, Shinomoto worked in product development, direction and design for Ideé (Tokyo) before moving to Los Angeles in 2003. In 2008 he opened Tortoise General Store, presenting a curated selection of Japanese products. He has worked on brand direction for Hasami Porcelain since its launch in 2011 and continues to develop products for Japanese companies in traditional industries, such as the Elemense brand for the Nippon Kodo incense company.

Item list



SKU 20974  
Mug Cup 85mm Small  
White  
¥1,100  
Ø 85 × H 72 mm, 325 ml  
Material: Ceramic



SKU 20975  
Mug Cup 85mm Medium  
White  
¥1,375  
Ø 85 × H 89 mm, 385 ml  
Material: Ceramic



SKU 20976  
Mug Cup 85mm Large  
White  
¥1,650  
Ø 85 × H 106 mm, 445 ml  
Material: Ceramic



SKU 20608  
Tasting Cup 85mm Small  
White  
¥660  
Ø 85 × H 72 mm, 270ml  
Material: Ceramic



SKU 20609  
Tasting Cup 85mm Medium  
White  
¥825  
Ø 85 × H 89 mm, 300ml  
Material: Ceramic

Orders

White is available for OEM orders for commercial use.  
For further information about how to order, please contact [trade@tokyosaikai.com](mailto:trade@tokyosaikai.com)



Blue Bottle Coffee Japan



## TOKYO SAIKAI CO., LTD

### Mission Statement

Drawing on its roots in the famed porcelain town of Hasami, Nagasaki prefecture, Tokyo Saikai aims to enhance consumers' quality of life by creating long-life brands and services in collaboration with producers, craftspeople and everyone involved in the manufacturing process.

As a company that utilises finite resources, we have reassessed our approach to manufacturing, along with our company values and responsibility to society, and consolidated our mission statement and values accordingly. While aiming to minimise price increases and continue making Hasami porcelain products as accessible as possible, we have also reviewed our position and taken action to improve our approach. Specifically, acknowledging the value of unique characteristics and individuality in ceramic products, which would generally be considered defects, we have revised our inspection standards. Furthermore, through the adoption of plastic-free packaging we aim to reduce our environmental impact and pursue a sustainable model for production and reuse. Through this approach we aim to make effective use of resources and establish an environmentally friendly system that minimises waste, while offering products at reasonable prices. Care guide : <https://tokyosaikai.com/ja/for-business/downloads/>

### Company Profile

Drawing on its roots in the famed porcelain town of Hasami, Tokyo Saikai specialises in the planning and development of long-life tableware products, working closely with designers to build brands that enhance our quality of life.  
<http://tokyosaikai.com/>

### Contact

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### 「HASAMI PORCELAIN」 WEB site • SNS

WEB site : <http://www.hasami-porcelain.com/>

Instagram (@official\_hasamiporcelain)

: [https://www.instagram.com/official\\_hasamiporcelain/](https://www.instagram.com/official_hasamiporcelain/) #hasamiporcelain



Plastic free packaging