

## Brand Story Cuconé

Founded in 1956, Bisei Sangyo is one of the leading companies in Hikone, the city in Shiga prefecture known as the production center of undergarments in Japan.



Inheriting the tradition of producing tabi socks with a history of more than 100 years, its sewing technology is today the key to maximizing the beauty of women's underwear.

The process of manufacturing bras for example, may include about 30 steps, and the sewing process demands a high level of experience and technical skills.



In order to quickly respond to the needs of the diversifying customers, while moving the production base from Japan to China, we have realized a high level of quality in the same way as when we were manufacturing in Japan by collectively managing everything from material procurement to the delivery at the factory by fully utilizing the know-how that we have been involved in underwear manufacturing in Japan for more than 60 years. It became possible to respond to this quickly while producing delicate and precise designs of the Japanese exclusive belonging underwear designers.



In 2015, Bisei Sangyo decided to launch their own brands on top of subcontract business, and gave birth to Cuconé, a completely new concept inspired by Lolita fashion which proudly presented in Paris at the Salon International de la Lingerie show in 2020.



*The brand name Cuconé is a fusion of "kyun" (Japanese expression of heart pounding caused by "hawaii" impression) and the city of Hikone. Bisei Sangyo wishes to make women feel truly happy and invincible by delivering Cuconé products around the world.*

European Distributor

**MILYOKU JAPAN SAS**  
MAIL: cuconeu@gmail.com

Brand site



[www.milyokujapan.com](http://www.milyokujapan.com)

SNS



@cuconeu.byMilyokuJapan

Bisei Sangyo Co., Ltd.

since 1956



**cuconé**  
美成工業



