O U MORIHATA



2021

Press Kit

YUKA MORIHATA, Partner, CEO BFA, Rhode Island School of Design, Jewelry and Light Metal Designer, S. Russell Groves Architect Designer, Skidmore Owings & Merrill Designer, Nikken Space Design Founder, Morihata International Ltd Co.

KAZ MORIHATA, Partner, CFO
BFA, Rhode Island School of Design,
Industrial Design
MA, University of Pennsylvania,
Architecture
Designer, Skidmore Owings & Merrill
Designer, Peter Marino Architect
Founder, Morihata International Ltd Co.

LETTER FROM THE FOUNDERS

Yuka Morihata and Kaz Morihata



We founded Morihata International in 2005 to bring the time-honored traditions and aesthetics of Japanese home goods to retail outlets across America and Europe. The demand for these products proved so robust that, in 2009, we founded Rikumo as a consumer-facing retail brand to promote artisans and their wares around the globe. Today, Morihata's wholesale and retail branches work to introduce the elegance of Japanese design to a new audience through curated collections and thoughtful customer service, promoting a lifestyle grounded in honest simplicity, beautiful craftsmanship, and impeccable quality.

02.

Yuka Morihata, Kaz Morihata

CHRONOLOGY

The Morihata International Timeline



kaz morihata Boston Gift Show



rikumo 428 N. 13th Street



rikumo 1216 walnut st. phila



yuka morihata NYIGF



morihata NY NOW Show



rikumo 19w. lancaster ave. pa

2005	Kaz and Yuka Morihata establish Morihata International Ltd. Co.
2009	Morihata Intl. creates Rikumo as its retail outlet
2010	Rikumo opens its first brick-and-mortar store
2012	Rikumo.com goes live
2015	Morihata introduces the Morihata Organic Green Tea Collection
2016	Rikumo opens its flagship concept store in downtown Philadelphia
2021	Rikumo moves to a new location in Ardmore, PA

FAQ

Morihata Fact Sheet

WHO FOUNDED MORIHATA INTERNATIONAL?

Kaz and Yuka Morihata met as undergraduates at RISD and held positions in interior design and architecture firms before founding their namesake business. Every year, the couple travels back home to Japan to select thoughtful products that evoke the innate nobility, grace, and tactile sensibilities of modern Japanese goods. Mr. and Mrs. Morihata are both originally from Tokyo, Japan, and currently live in Philadelphia.

WHEN WAS MORIHATA FOUNDED?

Morihata was founded in 2005 as a distributor for fine Japanese lifestyle goods. Our retail branch, Rikumo, debuted as an online shop in 2009 and opened its first brick-and-mortar location in Philadelphia in 2010. The original storefront moved to a renovated concept store model in January 2016, then relocated to Ardmore in 2021.

WHY DID YOU ESTABLISH THE MORIHATA BRAND?

After working for a number of design and architecture firms in New York City, Yuka Morihata returned to Tokyo to work as an interior designer. There, she rediscovered a deep appreciation for the detailed, high-quality craftsmanship she had grown up with in Japan but which was largely unknown in the U.S. To meet that need, Yuka and her husband, Kaz, founded Morihata International to introduce the work of contemporary Japanese artisans to a wider audience.

WHERE ARE YOUR PRODUCTS MADE?

Almost every product distributed by Morihata or sold at Rikumo is designed and produced in Japan. From Imabari's towel looms to Kirishima's tea plantations, our collections are sourced from prefectures that have a strong craft history and identity. A few of our products are made by Japanese artisans living in the U.S. and elsewhere.

WHAT'S THE DIFFERENCE BETWEEN MORIHATA AND RIKUMO?

Morihata is our wholesale branch, which primarily works with large-scale buyers, stockists, and corporate accounts. Rikumo is the retail wing of the company, which sells directly to customers.

WHAT IS THE RIKUMO CONCEPT STORE?

The Rikumo concept store is located in Ardmore, PA. Besides stocking our complete selection of Japan-made goods, our concept store also has an event space where we host regular workshops.

WHAT ARE YOUR BEST-SELLING ITEMS?

- Sasawashi Room Shoes
- Flax Line Organic Towels
- Binchotan Charcoal Face Scrub Towels
- Shinto Inner Pile Towels
- HA KO Paper Incense sets

- Claire Towels
- Animal Towels
- ABE Home Shoes
- Sasawashi Bath Mat
- Chambray Block Towel

OUR BRANDS

MORIHATA INTERNATIONAL

MISSION

At Morihata International, our goal is to introduce the global market to the work of Japanese designers and creators. We partner with a variety of brands and artisans to foster an appreciation for products that are aesthetically pleasing, built to last, functionally superior, and steeped in tradition.

ABOUT

The team at Morihata International believes in elevating the beauty of the everyday through design that is simple, practical, and beautiful. Established in 2005 by husband-and-wife team Kaz and Yuka Morihata, Morihata International is dedicated to finding and distributing Japanese products of the highest quality to an international audience. Through thoughtful design and elegant aesthetics, our collections express the innate quality, craftsmanship, and tactile sensibilities of modern Japanese artistry.

BRANDS WE REPRESENT

ABE SANGYO - Comfortable room shoes with optional wool lining

CHIKUNO LIFE - Charcoal-based air deodorizers and wellness products

DAITOU SHINGU - Zabutons and baby accessories

GATO WOOD WORKS - Handmade Yamanaka lacquerware

HA KO PAPER INCENSE - Unique incense crafted from washi paper and essential oils

KIZARA - Wooden notepads made using sustainable production methods

KONTEX - Extra-absorbent towels, comfy footwear, and baby accessories

MORIHATA BINCHOTAN - Beauty and wellness products made from traditional Japanese charcoal

MORIHATA TEA - Organic Japanese green teas sold in both loose-leaf and matcha varieties

SASAWASHI - Bath accessories, socks, and room shoes

SHINTO TOWEL - Towels made through the traditional atozarashi process

TIMBRE - Aurally focused home accessories

YOSHII - Ultra-functional towels and bathmats



JAPANESE TOWELS

Japanese towels are known for a lightweight, compact design that belies their superior absorbency and incredible softness. Our signature towels are woven on low-speed Japanese looms that protect the integrity of every thread, and each brand of towel benefits from the generational expertise of its makers: Manufacturers Yoshii and Kontex hail from Imabari, a region of Japan where towel-making is a local specialty, while our newer Shinto line is crafted using atozarashi, a traditional post-weave refining process.



BINCHOTAN CHARCOAL

Perhaps our most popular line - and a common entry point into the offerings at Morihata and Rikumo - is the Binchotan Charcoal collection, which uses traditionally made charcoal sourced from Kishu, Japan. Add a pair of activated charcoal sticks to a pitcher of water and let them soak up impurities for a fresh, clean taste, or make our Face Scrub Towel part of your morning routine for gentle but effective charcoal-enhanced exfoliation.

KEY PRODUCT LINES

KITCHENWARE

Rikumo stocks a wide variety of artisanal goods intended to make each meal a beautiful affair. Our full line of kitchenware includes cups and mugs, dishes and trays, cookware and flatware - all created by specialists who exemplify the best Japan has to offer. From Gato's hand-carved wooden bowels to the artistry of Iwachu's cast-iron craftsmen, these pieces will lend an almost ceremonial air to even the simplest serving.



MORIHATA TEA

Novices and experts alike will find what they're looking for in the Morihata Tea collection. Every tea is certified 100% organic and harvested at a fifth-generation family plantation in Japan's teagrowing region of Kirishima. We offer several popular loose-leaf varieties for everyday use along with high-grade matcha that's slowly stone-ground for superior taste - the perfect thing for an intimate tea ceremony.

STOCKISTS

Our products are stocked around the world by both independent boutiques and globally recognized retailers:

OLD FAITHFUL SHOP



KonMari

FOOD52



BURKE DECOR











Food52
Goop
Restoration Hardware
Verishop
Burke Decor
Knack
Old Faithful Shop
Lekker Home
The Sleep Code

Shou Sugi Ban House

KonMari

OUR BRANDS

RIKUMO

The word "Rikumo" is a combination of two Japanese words that describe our philosophy: 陸 (riku, earth) and 雲 (kumo, cloud). Rikumo combines the conceptual and the physical, expressing Japanese concepts and traditions with beautiful products made through responsible use of the Earth's natural resources.

MISSION

We aim to provide a curated lifestyle experience that celebrates the craft and heritage of Japan-made products. We believe that the items we surround ourselves with should bring us joy, and that Japanese design can become an integral part of Western life.

ABOUT

Rikumo is Morihata's retail operation and includes both e-commerce and a brick-and-mortar concept store in Ardmore, PA. Rikumo exclusively stocks lifestyle goods that are made in Japan or created by a Japanese designer and are inspired by the simplicity, practicality and tactile considerations found in Japanese aesthetics. Our approach to customer service is informed by a concept with roots in the traditional tea ceremonies of Japan - omotenashi, an approach to hospitality defined by transparency and a desire to anticipate your guests' every need.



rikumo.com newsletter



rikumo.com is open 24/7

19 W. LANCASTER AVE.

CONCEPT STORE

The Rikumo concept store is located along Lancaster Ave. in Ardmore, a town on the outskirts of Philadelphia with tree-lined thorofares and numerous shops and eateries. Guests will note the welcoming atmosphere and careful layout displaying many of our products, each of which is personally selected by the Morihatas. Downstairs, we offer regular workshops and events aimed at encouraging appreciation for, and participation in - the art and culture of Japan.



Calligraphy performance by Setsuhi Shiraishi at Rikumo 1216

RIKUMO X LOCAL

Because Japanese design extends beyond the borders of Japan itself, we've introduced a unique local line to our selection. Rikumo x Local is a rotating collaborative collection designed to support artists living and working in the United States. From handmade ceramics to singular accessories, these limited-time, store-exclusive collections provide a one-of-a-kind opportunity to connect with talented individuals working with or inspired by Japanese aesthetics.



RIKUMO WORKSHOPS

The monthly events hosted at Rikumo consistently bring together a community that appreciates thoughtful design and creativity. From artist lectures to tea tastings, our seasonal workshops invite everyone to discover the world of Japanese craftsmanship in their own backyard.



Romy Northover for Rikumo 1216

The New York Times

Los Angeles Times

STRATEGIST



CONTACT INFO

WIRED

PRESS

Morihata products have been featured in various publications, such as The New York Times, The Los Angeles Times, The Wall Street Journal, The Strategist, Apartment Therapy, WIRED, Martha Stewart Living, Vogue and Elle Decor. The Rikumo store has been featured in Vogue, Bon Appétit and ABC News.

CONTACT INFO

LOCATIONS

Morihata | Rikumo HQ 428 N. 13 th St., Suite 3D Philadelphia, PA 19123 www.morihata.com

Rikumo Concept Store 19 W. Lancaster Ave. Ardmore, PA 19003

www.rikumo.com

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VOGUE



bon appétit



THE WALL STREET JOURNAL.

