

過去を知り、現在を考え、未来を創る。

生命と遺伝子の営みが、発生と進化と淘汰を繰り返し、
数多の愛すべき無駄を携えながら最適な姿へと形を変えてきたように、
人の歴史と共に生まれた数多くのモノたちも、愛され、やがて消え、姿を変えながら、進化を続けてきました。

そして、今。わたしたちは、こんな風に思い始めています。そろそろ、「これこそは」と呼べるものが欲しい、と。

たとえば、THE JEANSといえばLevi's 501。

しかし、この世界には未だ「THE」と呼べるものが明確に存在しないアイテムも数多く残されています。

世の中の定番を新たに生み出し、これからの「THE」をつくっていくこと。

世の中の定番と呼ばれるモノの基準値を引き上げていくこと。本当に「THE」と呼べるモノを、生み出していくこと。

わたしたちは、そんなモノづくりを目指していきます。

We study the past, think about the present, and create the future.

The result of life and genetics has reached its optimum
form through a repetition of birth, evolution, and selection – acquiring along the way
a countless number of beloved, yet futile characteristics.

The multitudes of products that have been produced throughout
history have also evolved through a similar cycle of being loved, fading away, and changing forms.

Today, a certain thought has begun to stir within us.

It is a desire for products that can be considered the epitome various genres.

For example, in today's world, if one says “the jeans”, Levi's 501 jeans immediately come to mind.
However, this concept of “the...” has not yet been established with most other types of products.

“THE” products will be produced and will set a new world standard.

We will raise the yardstick for things that, until now, have been considered the world “standard”.

We will produce things that can really be called “THE”. Our aim will be this kind of product creation.