



# 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.

We look forward to your supporting our newly born "THE"!

the-web.co.jp

