

MARUEI TOWEL COMPANY PROFILE

From Imabari Japan

www.maruei-towel.com/



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We would like to introduce the history of our company and the story behind Imabari Towels, as well as highlight our current efforts in product development and international expansion.

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Introducing OUR HOME IMABARI

Imabari City, renowned for its pristine natural environment, is a place where the purity of its water plays a vital role in its industrial legacy.

This city, with its clean and beautiful water, is not only famous for shipbuilding but also for producing world-class towels.

The mild climate of Imabari contributes to the ideal conditions for crafting high-quality textiles, ensuring that each towel is as soft and absorbent as possible.

As an Imabari towel manufacturer, we take pride in harnessing the city's natural resources to create products that embody the region's commitment to excellence and sustainability.



Imabari Towel Recovery Project

“More so than being surprised, I was moved.”

In 2006, Kashiwa Sato used an imabari towel for the first time and was struck by its high quality. “It’s soft with an excellent texture making it very comforting. It doesn’t feel like you are wiping your body. You just need to pat it on your skin and the towel will quickly absorb the water.” (Source: “imabari towel Kiseki no Fukkatsu–Kishikaisei no Brand Senryaku”)

At the time, imabari towels were in a dire position due to cheap foreign products. However, Sato was confident. Nowadays, people are more interested in Japanese products due to being cautious about “food safety.” This towel definitely has the quality to be appreciated globally. This was the moment that Sato decided to become a branding producer.

Sato then started the Imabari Towel Recovery Project. He produced a logo that symbolized Imabari’s rich nature and hopes for revitalizing its industry, and while using this as a mark to assure quality, he set “white towels” as the key product. He also established new quality standards such as the “five-second rule.” These were all strategies to protect Imabari towel’s true value, “safe, secure, and high quality,” and also spread the word. Tasks that Sato gave sometimes puzzled the members of the Imabari Towel Industrial Association, but eventually brought everyone’s minds together, and created a firm brand.

Later, the strategies based on a firm concept bore fruit, and Imabari towel’s brand awareness and sales rose greatly. It truly became a production-region brand that represents Japan.

In 2014, when Imabari towel had a booth at the “100% Design” event in London, they used a Japanese ladle to pore water on the hands of visitors. People came and were naturally smiling when using the comfortable towels at the booth where beautiful white towels were aligned. Now, the imabari towel is synonymous with area rebirth.

Kashiwa Sato / Imabari Towel Industrial Association

“imabari towel Kiseki no Fukkatsu” (lit. imabari towel’s Miraculous Resurrection)



Kashiwa Sato
Creative Director

BRAND LOGO



- Red** The color of energy, passion, progressiveness, liveliness, movement, and impact. imabari towel is positioned as a product that is recognized in society and represents Japan.
- Blue** The color with a positive image of assured quality, trust, history, tradition, and calmness. This symbolizes imabari towel's high quality based on its history and tradition.
- White** The color of purity with an image of kindness, cleanliness, innocence, healing, and gentle and caring love. This signifies the infinite possibilities of imabari towel.

CORPORATE OVERVIEW



1958

Established

8 MIL USD

Sales

6

Main Brands

70

Employees

OUR COMMITMENT TO EXCELLENCE:

01

Meticulous Yarn Selection

We prioritize only the finest yarns, ensuring unparalleled softness and durability in every towel.

02

Expansive Retail Presence

Our brand is showcased in numerous locations, making luxury accessible wherever you are.

03

Precision in Production

Our manufacturing process is carefully controlled, with optimal air conditioning and humidity management to maintain the highest quality standards.

OUR BRANDS

These are our flagship brands, embodying the essence of Maruei Towel.



idee Zora Premium



idee Zora



Chris Mestdagh Imabari

BRAND COLLABORATION

Born in Belgium in 1959, Chris Mestdagh is a renowned designer with a background in apparel design from the Antwerp Royal Academy of Fine Arts.

In 1988, he launched his brand, "Chris Mestdagh," expanding his creative vision into a comprehensive lifestyle concept beyond fashion.

Mestdagh's diverse portfolio includes designing the Belgian Olympic team uniforms and consulting for leading lifestyle brands in Belgium. He has also made notable contributions to the Japanese market, collaborating with Converse and other top apparel brands.

His global acclaim led to a passionate collaboration with Maruei Towels, resulting in a unique and exclusive collection.



Chris Mestdagh
Designer

OUR BRAND SHOP



In opening a store at Palace Hotel Tokyo, featuring the finest towels in Japan—Imabari Towels—we created a shop designed to evoke a sense of Japanese tradition for our international guests. This new venture is our latest shop, Imabari Yokkin.



OUR BRAND SHOP 今治浴巾 imabari yokkin OUTLETS



- 01 GINZA
- 02 MARUNOUCHI
- 03 FUTAKO TAMAGAWA
- 04 DAIKANYAMA
- 05 AKASAKA
- 06 YOKOHAMA MOTOMACHI
- 07 OSAKA
- 08 KYOTO
- 09 FUKUOKA

AND MORE...

OUR JOURNEY & ACHIEVEMENTS

In addition to operating over ten brand shops domestically, we continue to embrace various challenges. Below are some of our collaborations with luxury hotels and achievements in international expansion.

01

Palace Hotel Project

A Product Development Project Utilizing Imabari Towel Fabrics with Japan's Premier Luxury Hotel

02

Singapore Project

Creating and Selling Branded Towels in Collaboration with One of the most Singapore's Premier Hotels.

03

Thailand Project

Sales Success of Imabari Towel Products Through Dedicated Shelves in Thailand's Luxury Department Stores

01 PALACE HOTEL

In 2016, Palace Hotel Tokyo became the first Japanese hotel to receive a five-star rating in the "Hotel" category of the Forbes Travel Guide.

In the 2024 edition, it maintains its status as one of Tokyo's premier hotels, earning five stars in both the "Hotel" and "Spa" categories, along with three Michelin Keys in the Michelin Guide.

To provide the highest level of hospitality to international guests, Maruei Towels has developed exclusive products for this iconic hotel. Currently, Palace Hotel Tokyo offers Maruei Towels bathrobes and premium bath mats to enhance the guest experience.

As a result, an increasing number of affluent international guests are discovering and becoming devoted fans of Maruei Towels' exceptional quality.



02 SINGAPORE PROJECT

At Maison & Objet Asia, a pivotal meeting with the General Manager of Raffles Hotel led to the recognition of Maruei Towels' exceptional quality.

This encounter paved the way for a prestigious collaboration, resulting in a collection of Raffles Hotel-branded Maruei towels available at the Raffles Boutique.



03 THAILAND PROJECT

We are expanding our presence in Thailand, where Maruei Towels are now proudly featured in the country's top department stores, including Emporium, Siam Paragon, and Bangkok Takashimaya.

Our products, celebrated for their exceptional quality, have been warmly received by Thai customers, further solidifying our brand's reputation in the region.



Our products are available at Siam Paragon and well received by locals



Maruei Towel's shelves at Bangkok Takashimaya

THANK YOU FOR VIEWING!

Thank you for taking the time to view our presentation.

We would be delighted to have the opportunity to
discuss our future journey!

maruei towel

今治浴巾
imabari yokkin