

nesnoo®

Phone: (+81) 857-22-1122 | Fax: (+81) 857-22-1133  
E-MAIL: nesnoo@siseidodesign.jp

www.nesnoo.jp

Created and managed by: Siseido Design Inc.  
3-802 Yoshikata Onsen, Tottori-shi, Tottori Prefecture 680-0841  
Tokyo Office c/o Ueki Planrol 5fl., 7-12-4, Ginza, Chuo Ward, Tokyo 101-0061  
Phone: (+81) 3-6226-0611 Fax: (+81) 3-6226-0610

Siseido Design inc.

Japanese-style artistic designs for both sexes

nesnoo®

JAPANESE TRADITIONAL BEAUTY

粹日本を遊ぶを着る

*Wearing Japan and  
enjoying its aesthetics*



Japan has its aesthetics. We infuse Japan's own traditions and cultures with our own designs, to spread the Japanese aesthetics to many. We appreciate and respect Japan's precious cultures and those ancestors who built them up, whose highly sophisticated skills and arts were adorable. At the same time, we infuse these traditions with our own "new" to inspire people living in today's world. Thus, our designing philosophy is "Learning from the past and creating new." Standing upon this creed, we are spreading the precious aesthetics and cultures of Japan to the world. This is the mission of us, Nesnoo.



CONCEPT  
**nesnoo**

LINE UP

T-shirts with Japanese designs

「守宮」  
Y A M O R I  
(Gecko)



FRONT



BACK

■ Color variation



In Japan, geckos have been welcomed and treated with care, believed to protect the house and its fortune. Nesnoo change Japan and a world lucky motif into a new design and announce it. They are faith culture inherited continually from the ancient times.



LONG T-SHORTS

- PRINT Silkscreen
- SIZE XS/S/M/L/XL
- Material 100% cotton

**3,990** PRICE  
yen  
(including tax)

## PRINT

Nesnoo has two ways to print designs on its products, to best suit each design.



### Silk screen

This printing technology makes transfuses the inks into the fabric. The printed fabric does not become "crumbly" after washing, and retains the lovely print.



### Transfer printing

The photo or illustration (contained in an electronic file) is first printed on a sheet of transfer paper made especially for this printing technology. Then, the design is transferred over to the fabric with a business-use iron. Grading and other techniques of colors are available.

We carefully choose the printing workshops we use. Their work is trustable, and seldom, if ever, the printed design comes off the fabric, after purchase.

## MATERIAL

### On our T-shirts

Our T-shirts are made 100% of cotton, woven into Jersey stitches. (Only the heather gray shirts contain 20% polyester.) The shirt's fabric is of heavy weights, 5.6, or 7 ounces. With this thickness, your underwear is barely visible and you can "rest assured" in our T-shirts. Basically, a silkscreen T-shirt weighs 5 - 6 ounces, a transfer print one 7.



Silk screen  
Weighs 5.6 ounces



Transfer printing  
Weighs 7 ounces

### Sewing and fabrics

The sleeve edges and lower edge are sturdy, sewn with twin needles. Also, the neck opening is reinforced with tape. Thus, our T-shirts hardly, if ever, get a wrinkled-up rib-stitched neck portion or "stretched out" sleeve or bottom edges.



Rakuten's weekly ranking  
T-shirts with Japanese designs

**1st**

A regular, long seller  
The top seller among all Nesnoo's T-shirts



## 椿姫

Camellia queen

Is it a "knight" protecting the camellia, or a "princess" protected by the flowers? Either way, it is calling on you to come in, in a mysterious voice unheard. Snakes, living in fields and mountains and feeding on rats and other harmful animals, were welcomed and appreciated by many primitive beliefs as a messenger from the deity of Mother Earth. Also, since they cast off their skin, snakes stand for rich harvest, fertility, and eternal life.



## 桜龍

Cherry blossom and the dragon

The cherry blossoms stand for "the beginning of a new year" and "a major turn in one's life" to many Japanese. Showing off its best beauty when the petals are falling, the "cherry blossom shower" seems to have some mysterious energy in it. Though it gracefully "passes away," the cherry blossom shower also suggests new life springing up. This sublime aesthetics is incarnate in this design.



## 唐草守宮

Arabesque gecko

Called "yamori" in Japanese, the gecko has long been cherished, believed to protect the house. The arabesque, with its powerful vitality, stands for progress and growth and has been believed to be a sign of good luck. We hope combining these two good luck charms, will prove to be twice luckier to you! Carrying the sensitive arabesque and the bold design at the same time, the T-shirt should be part of your impactful styling.



## 愛招猫

Cat inviting in romance

Three-colored cat with lovely paw pads. It is believed to stimulate your luck in romance, which is there yet still remaining invisible. The cat is wearing an apron with a clover design on it - the clover flower language is "true love." Thus, in addition to good friends and good luck, the cat is believed to bring you good, lasting romance. Just put this on, and it can brighten up your heart and body. A charm of good luck.



## 炎金魚・菊金魚

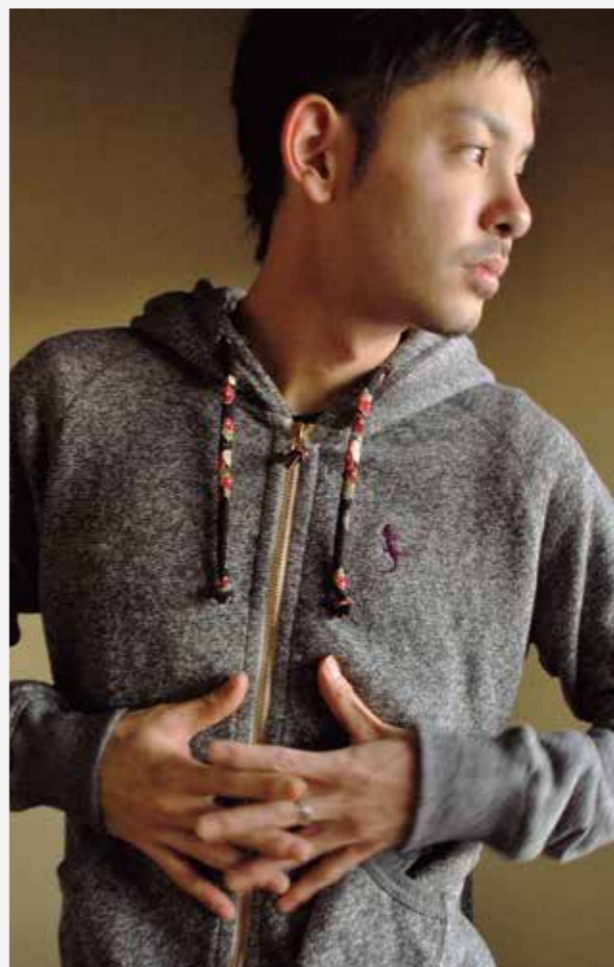
Goldfish turning into flame  
New Chrysanthemum and the goldfish



In the Chinese language, the "gold fish" has a pronunciation similar to those of "gold (money) surplus" and "gold as I want." The fish has been, therefore, believed to bring in money and fortune. In feng shui, water in motion is considered to bring in good fortune. Thus, "a gold fish moving the water" is a very good item to bring in money luck, if you take feng shui seriously.

■SIZE XS/S/M/L/XL  
■Material 100% cotton





nesnoo  
Another  
Collection

Nesnoo is a brand of a great range of designed items. Its designs, inspired by Japanese aesthetics, and infuse every items of the brand with the spirit of this aesthetics. The brand goes on to enchant more and more users with more new designs, in collaboration with many different artists, manufacturers, technology providers, etc.

B	A	
C		
E		D
I	H	G
L	K	J
		F

- A/ Handmade accessory – flower clip
- B/ T-shirt accessory – ribbon clip
- C/ Ribbon clip
- D/ Ball-point pen of natural wood
- E/ "Tenugui" (Japanese towel) handkerchief featuring "H-ro-ha hana uta" (song sung to the Japanese syllabaries)
- F/ "Kingyo bachi" (Goldfish bowl) – necklace of lampwork glass
- G/ "Kaeru (frog) Black" -- necklace of lampwork glass
- H/ "Kaeru (frog)" -- necklace of lampwork glass
- I/ "Kaeru (frog) Pink" -- necklace of lampwork glass
- J/ "Yamori (gecko) Green" -- necklace of lampwork glass
- K/ "Yamori (gecko) Metallic Black" -- necklace of lampwork glass
- L/ "Yamori (gecko) Metallic Orange Dots" -- necklace of lampwork glass

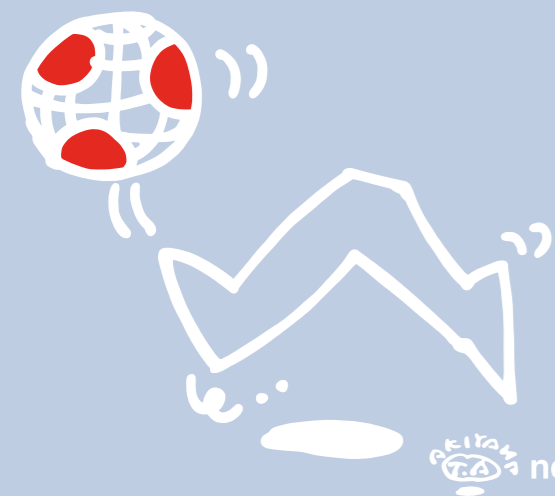
B	A
D	C

- A/ border-dolman shirt featuring cats drawn in the "Heno Heno Moheji" style (common cartoons featuring some characters of the Japanese syllabaries)
- B/ Fully-zip-up parka with a gecko
- C/ Polo with an embroidered gecko
- D/ "Flocks of tiny clouds" dolman-sleeved shirt, with an embroidered swallow



2010  
Pass!  
Shoot!  
Goal!  
Go! Nippon Soccer! Go!

nesnoo



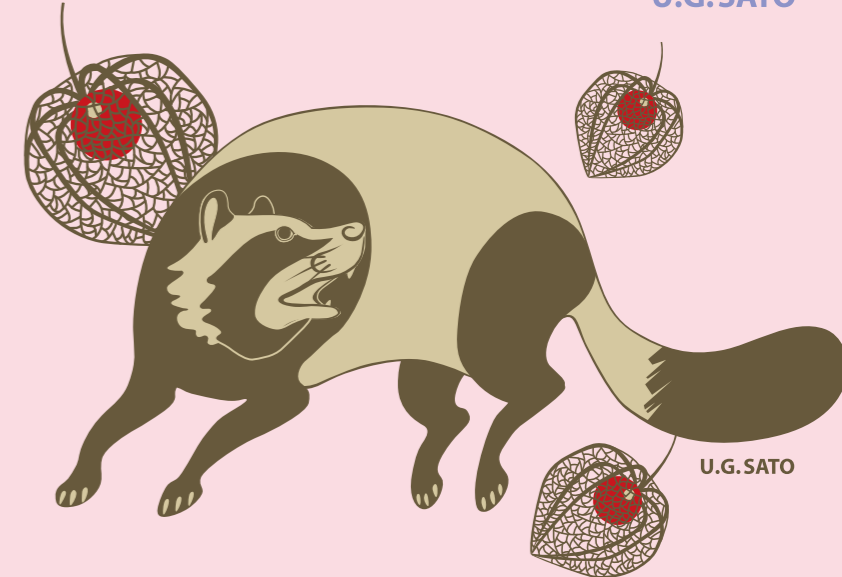
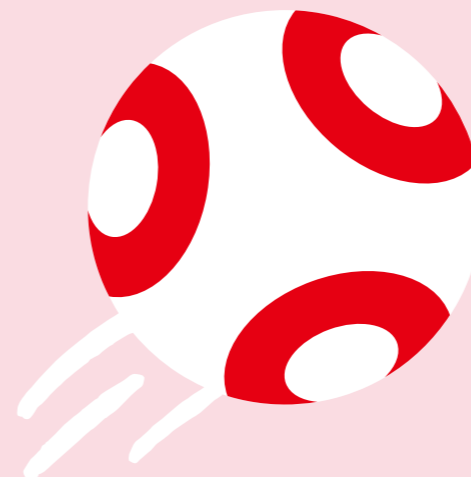
ULTRA  
GOLDFISH  
U.G.SATO

## Artist Collaboration

U. G. Sato, a master of humorous illustrations, Takashi Akiyama, a world-class graphic designer, and many other renowned designers, illustrators, and artists are partners in our much collaboration. Nesnoo is working with a great diversity of creators of excellence, and the resulting graphic expressions are limitless in their potentials and enchantments.



U.G.SATO



U.G.SATO

秋山 孝

Takashi Akiyama



- The Bronze Award at the 7th New York ADC International Exhibition (USA)
- The Silver and Bronze Awards at the New York Festival International Competition 1995 (USA)
- The Award of Honor at the Computer Art Biennale Rzeszow 1995 (Poland)
- The Award of Honor at the Helsinki International Poster Biennial 1997 (Finland)
- The First Place in the competition for the poster of the Cogne International nature Film Festival (Italy)
- The United Nations Award at the N. Y. Festival (USA)
- Takashi Akiyama Poster Museum Nagaoka is now in operation. (Nagaoka, Niigata, Japan)

Professor at Tama Art University. As a graphic designer, a member of the Japan Graphic Designers Association. Born in Nagaoka-shi, Niigata Prefecture, Japan, in 1952. Akiyama graduated from Tama Art University and the graduate school of the Tokyo University of the Arts. He has authored many books such as "Character Communication" (published by Kadokawa Shoten), "Chinese Posters" (published by Asahi Shimbun Shuppan), and others. Akiyama has won awards at many international design competitions.

U.G サトー

U.G SATO



- Winner of the Gold Award at the International Biennial of Graphic Design Brno.
- The Gold Award at the Lahti Poster Biennial
- The Bulgarian Artists' Association Award at the International Biennial of Humor and Satire in the Arts, Gabrovo (Bulgaria)
- The Gold Award at the Warsaw International Poster Biennale
- The Bronze Award at the International Poster Triennial in Toyama
- The Special Award at the Helsinki Biennale
- The Gold Award at the Moscow International Poster Biennial
- The First Award at the International Triennial of Eco-Poster
- Sato's works are collected by Musee des Arts Decoratifs, Paris (Palais du Louvre), Wilanow Muzeum Plakatu (Wilanow Poster Museum), Lahti Art Museum, Montreal Museum of Decorative Art, and others.
- Sato is a member of the AGI (Alliance Graphique Internationale), the Japan Graphic Designers Association, and the Tokyo Illustrators Society.

U. G. Sato is one of those illustrators and graphic designers representing Japan today. After leaving Tokyo Gakugei University, he graduated from Kuwasawa Design School in 1960. He joined Oka Studio in the following year and served it until 1975, when he founded Design Farm. Now he is a director of the Japan Graphic Designers Association and a member of the Tokyo Illustrators Society.



# Sports × nesnoo

Nesnoo has been creating a series of T-shirts of Japanese designs with association football as the motif, called the "Japanese Soccer T-shirts," which began with the official supporter T-shirts for the "Kashima Antlers." Here, athletics and "learning from the past and creating new" come together to create new enchantments and needs.

A pro soccer team of the J League (J1)  
**Kashima Antlers**  
Official supporter T-shirts



## Customers' opinions at our shopping website, "nesnoo"

User Review

Quotes from customer reviews at  
"Rakuten Ichiba (Market) - Japanese design T-shirts [nesnoo]"

You can view all the products referred to below at "Rakuten Ichiba (Market) - Japanese design T-shirts [nesnoo]"

URL [www.rakuten.ne.jp/gold/nesnoo2](http://www.rakuten.ne.jp/gold/nesnoo2)



Man, aged 20s

evaluation ★★★★★ 5.00

"The product itself is of high quality. I see many of Japanese-design T-shirts carrying a classless, rampant taste. (For instance, some designers wrongly believe that any design is Japanese as long as it contains a dragon.) Contrary to them, nesnoo's works carry elegant and gentle designs, which make easier the decision to buy and wear. In addition, they are made of sturdy fabric, resistant to damages. I have checked out numerous websites of Japanese design brands, and found nesnoo's the best among them.



Man, 30s

evaluation ★★★★★ 4.33

I bought T-shirts of many, many different designs in the past, and I always enjoy buying nesnoo's surprising designs with insistence on Japanese aesthetics, over and over again. This time I've bought the "goldfish" T-shirts and the designs are cool, without going too cute, while maintaining class with the use of silver. A good taste, indeed. I believe these T-shirts are musts, as we strive to get over Japan's summer heat. Personally, I became a big fan of nesnoo when I found the "sankin kotai" (local lords visiting Edo Castle regularly, back in the Shogunate Era) shirts. So, I hope the brand will come up with more of these lovely designs of historical motifs.



Woman, 30s.

evaluation ★★★★★ 4.83

My husband asked me to look for some Japanese-design T-shirts, and all that I found there were busy, messy, showy designs. None of them hit me right. Then one day I coincidentally came into this web store and almost shouted, "At long last, here are the right staff!!" (nesnoo's) T-shirts are all cool and classy, to my extremely pleasant surprise. This time, I was looking for something as a birth day present to my husband. Next time, I'll look for something for myself. In addition, they sent my purchase in lovely wrapping. Many thanks! Also, the wooden ball-point pen is quite easy to write with.



Woman, 20s

evaluation ★★★★★ 4.33

The storm and thunder deities are fierce yet simple and cool. I got a crush on their designs and colors! Though I first was unsure whether they would look good on a woman, I soon found they are great with jeans. It's easy to wear and I love it. Seen from a distance, it stands out, looking like the Japanese flag.



Man, 20s

evaluation ★★★★★ 5.00

Both the design and the embroidery quality are well more than worth the price. This is a great buy! Many of the Japanese designs are of good tastes, and I love them. Keep up the good work!

### General evaluation

★★★★★

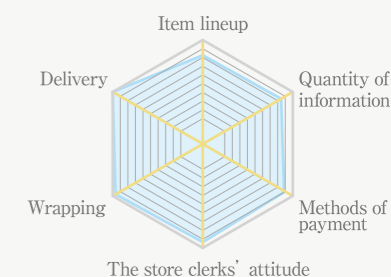
4.61

Total reviews: 221

### Detailed evaluations

Average rate of the store

Item lineup	★★★★★ 4.24
Quantity of information	★★★★★ 4.34
Methods of payment	★★★★★ 4.71
The store clerks' attitude	★★★★★ 4.80
Wrapping	★★★★★ 4.80
Delivery	★★★★★ 4.76



Rakuten's weekly ranking  
**Won many awards**  
"Japanese design T-shirts"

