



**To Pass on the Japanese Tradition
to the Children of 21st Century**

aeru- the traditional brand
for 0 to 6 year olds
Online Shop <http://a-eru.co.jp>



Blending the Tradition of Japan

aeru blends the good old traditions together with our contemporary senses, creating and delivering everyday products with traditional Japanese craftsman from across the country. These everyday commodities accompany the children's lives as they grow into adults. We hope to help develop and enrich children's character and values by creating our products from their perspective.



Hon-Aizome Birth Celebratory Gift Set from Tokushima

Celebrate the birth of our dear babies with the most authentic Japanese products- a 3-item celebratory set containing baby clothes, socks and towel. The box is also polished with its edges smoothed to represent the tenderness of the baby skin. Natural ai has anti-bacterial, UV resistance, insect repelling, rot resistance, moisturizing and other effects, making it a safe and ideal baby gift.

Recipient of the 6th Kids Design, Child-Raising Support Design Jury Prize,
Silver Award of Design for Asia Award 2012





**Tobeyaki (china ware)
from Ehime**

Tobeyaki's characteristics lie in the subtle shade of blue in its white color, signifying white fluffy clouds in the blue sky. The soft surface provides a comfortable grip, as the round edge of the cup provides a smooth texture for drinking.



**Otaniyaki (earthen ware)
from Tokushima**

Using the traditional potter's wheel, leather and other tools, the earthenware is handmade by the craftsman in every step of the creating process. Each ware has a distinct appearance according to the flow of the glaze.



**Yamanaka Shikki (lacquer ware)
from Ishikawa**

These lacquer ware are created by polishing the wood with exquisite techniques with a history of more than 450 years. The lacquer is made from 100% natural ingredients, which has anti-bacterial effects.

"Unspillable" Receptacles from 3 Localities

By creating a curved guard on the inside of the bowl, it makes scooping food from the bowl easier, resulting in the creation of "unspillable" receptacles. We have created a series of lacquer, pottery and porcelain ware with special attention placed in its design as well as their respective characteristics: Tobeyaki (chinaware) from Ehime, Yamanaka Shikki (lacquer ware) from Ishikawa and Otaniyaki (earthenware) from Tokushima Prefecture.



Koishiwara-Yaki Unspillable Cups from Fukuoka

Koishiwara-Yaki with a simple design and warm touch to it. Two types of traditional techniques are used in this craft- Tobi-Kanna, a cutting-plane method using modified planes of spring coils to carve the cups, and Hakeme- a technique to create patterns of equidistance on the cups using a brush.



Tsugaru Lacquer Ware Unspillable Cups from Aomori

Using raw materials from the local Tochi-no-ki (Japanese Horse Chestnut Trees), they are given a lacquer foundation first, before natural lacquer is coated onto it again and again, in about 50 processes, to give it a polished shine. The lacquer has anti-bacterial effect and is hygienic. They are coated using traditional techniques like “kara-nuri” and “nanako-nuri” that take more than 2 months.

Unspillable Cups from Two Localities

The handles are intentionally left out to let the children hold the cups with both hands. It has a size that just fits the small hands, and a small ledge on the outside where the fingers fit properly in a firm grip. These cups could be used to enjoy delicious wine with their future children when they grow up too.



The Kusaki-zome (Plant-dye) Blanket from Kyoto

Borrowing the colors of nature, the Kusaki-zome Blanket is made from the natural dye, lac dye, extracted from the scale insect. The craftsman then slowly soaks the moist organic cotton with the natural dye, creating the perfect blanket for swaddling and covering the baby, as a lap robe, an afternoon nap blanket or the ideal companion for the baby's first sleep by itself.



The Japanese Paper Ball Made from Spring Water in Ehime

The Japanese paper ball is filled with blessings from the nature and is made from Kannon water, one of the Selected 100 Exquisite Waters of Japan. The ball is weaved with wisteria sticks about 8 times over and over again, and within it lies a cute little Japanese bell that tinkles when tossed around.



Drop by and visit us at aeru meguro!

Now there is a place for you to directly feel the warmth of aeru products by holding them in your hands; Visit us at our new home in Meguro! We will be organizing events regularly, so do look out for new information too!

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This booklet is printed using non-VOC ink which does not contain the sources of harmful carbon compounds.