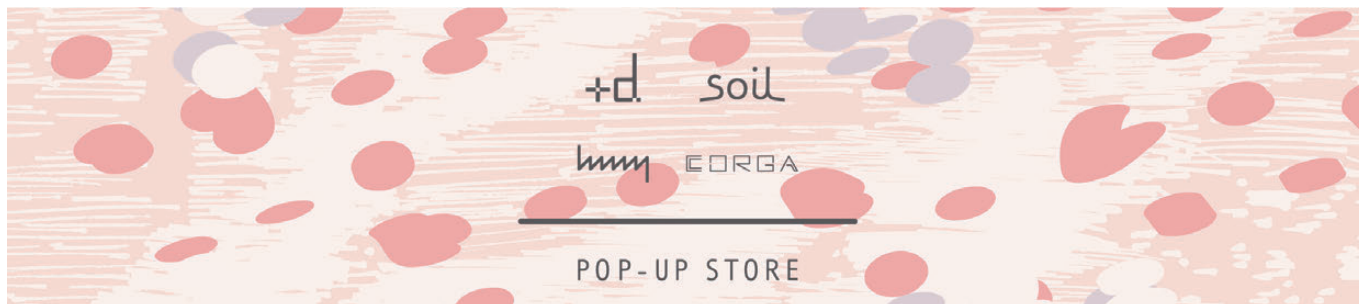


+d, soil, hmny and CORGA, POP-UP STORE

h concept's original brand **+d**, and partner brands **soil**, **hmny** and **CORGA**, will open a **POP-UP STORE** at Milano Salone.

Preview : April 8th 2019 (Monday) 2:00 PM-7:00 PM
Opening Date : April 9th 2019 (Tuesday) - April 14th 2019 (Sunday)
10:00 AM -8:00PM (Last day only 10:00 AM -6:00 PM)
Venue : Via Tortona, 31 / Porta Genova Station



h concept (Based in Taito Ward, Tokyo, Japan; CEO: Hideyoshi Nagoya) will have a pop-up store for the duration of the Milan Furniture Fair held in the Tortona district of Milan. The **POP-UP STORE** will offer +d, soil, hmny, and CORGA products. The **POP-UP STORE**, now in its 4th year, will be open for 7 days. It will feature products from our original brand, +d, as well as those from soil, hmny and CORGA, for whom we produce designs.

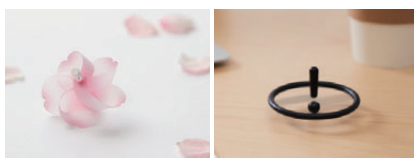
The **POP-UP STORE** is not only a place for the exhibition and announcement of new products, but is also one where customers can enjoy being able to actually get first hand experience with the products that they are shopping for. The store enjoys continual support from those living in the area, as well as from those coming in specifically to attend the Milan Furniture Fair.

Around 100 products will be available, encompassing a wide variety of categories. Shoppers can find stationery products, toys, hobby items, leather products, kitchen and bath items, and more. Each is made in Japan, produced by a company that is strongly committed to precision and detail. The store offers a wide variety of products that customers will want to keep for themselves without a thought to gifting it! We definitely encourage everyone to take advantage of this unique opportunity and visit our store.

In addition, new "Kaze guru ma Sakura" (Cherry blossom magnet) piece will be simultaneously sold at both the +d corner located in the 1st floor basement of "La Rinascente", Milan's department store, as well as at "TENOHA MILANO", a complex that opened in March of last year and has attracted a great deal of attention. Visitors and locals alike can visit the various cherry blossom-viewing sites around the city to further enjoy a truly exceptional week. We highly recommend combining a visit to our **POP-UP STORE** with this experience.



The store thrived in 2018, enjoying a large number of visitors each day. An open and liberating feel is created via use of Infra-Structure lighting from the Italian lighting brand Flos.



+d / h concept co.,ltd.

The brand was established in 2002, as one where designers could convey ideas and messages to the world via their products. It offers a rich variety of products that bring joy to those who look at, touch, or use them. Particular focus is given to new products such as the "Kaze guru ma Sakura", a pinwheel that brings a "Winds of Spring" decorative style to day-to-day life, and the innovative "Sp!n", a top designed by Jordi López Aguiló, a Spanish artist who is also highly active in other countries, which features an exclamation mark that emerges when the item is spun.



soil / soil Co., Ltd.

Use of natural materials with superior water-absorption and moisture-absorption properties: The 'soil' brand offers "eco products" that are gentle on both humans and the environment. The construction techniques of diatomaceous soil and plaster artisans are utilized in their creation. Focus is paid to releasing products that utilize the special qualities of the materials used to create them, such as with the best-selling "BATH MAT", etc. These items have gained a highly positive reputation in countries around the world, including Australia, Taiwan, and European countries.



hmny / Ruboa co.,ltd.

hmny, developing leather products that feel familiar while never growing dull. The new "NT (Natural Leather)" series, first released overseas, offers the chance to enjoy the texture of aged cow-hide leather. In addition, this year will also see a robust lineup of palm-sized leather accessories that are enjoying great popularity in Japan, including the "KEY CASE", "MINI COIN CASE", and more.

CORGA / Ruboa co.,ltd.

CORGA, offering a primal lifestyle. CORGA sells simple and beautiful leather items that are made with the precise handwork that one would expect from the skilled Japanese artisans. The "L TOTE", one such item, is a mere 0.5 mm thick thanks to the use of thin cow-hide leather.

*A campaign will be held during the event in which customers who make a purchase of €30 or above (not including tax) will receive a special gift.

POP-UP STORE Details

Title +d, soil, hmny and CORGA, POP-UP STORE

Dates April 9th (Tuesday) - April 14th (Sunday)
No holidays

Opening hours

April 9th (Tuesday)	10:00 AM-8:00PM
April 10th (Wednesday)	10:00 AM-8:00PM
April 11th (Thursday)	10:00 AM-8:00PM
April 12th (Friday)	10:00 AM-8:00PM
April 13th (Saturday)	10:00 AM-8:00PM
April 14th (Sunday)	10:00 AM-6:00PM

Preview April 8th (Monday) 2:00 PM-7:00PM

Venue Address : Via Tortona, 31, 20144 Milano
Metro : M2 (green line) Porta Genova Station

Entrance Fee Free

instagram @hconcept.jp

#h2019milano



About : +d

The “+d” brand was established in downtown Tokyo in the district known as Kuramae in 2002 by the company h concept .

This is a message. Based on the concept that all things are connected by design we bring to the world the message of designers to consumers through our unique “+d” brand that originates in Japan. Currently there is a wide variety of about 160 products, created in collaboration with a broad spectrum of designers both in and outside of Japan from the well known “nendo” to students with a great design idea. It is a brand that has been created to communicate the fun you can find in products that will put a smile on your face. h concept is involved in the design, manufacturing and retailing of the products they create for use in daily life. The founder is Hideyoshi NAGOYA, a well-known designer, who is dedicated to the manufacturing sector, helping it develop new products and brands both in Japan and abroad.

“+d” products are also deployed in major department stores, lifestyle shops, overseas museums / shops MoMA (New York) etc. In addition to directly operated design product shop KONCENT (8 stores in Japan and 3 overseas including Melbourne Australia , Kuala Lumpur Malaysia and Taipei Taiwan).

www.plus-d.com

About : soil

“soil” is a visionary brand that is gentle on the environment and user. The producer is a 200-year-old traditional plastering company based in the historic city of Kanazawa that employs its skills and knowledge of materials in its creation. These tactile, natural products are eco-friendly and made from a natural material formed from fossilized plant matter known as diatomaceous earth.

This material is porous, has remarkable absorbency qualities and has been used as a plastering material in Japan since ancient times. The “soil” range of products represents knowledge accumulated over many generations. This led to the creation of these beautiful products for use in every day life that bring together the special qualities of the material and the skills involved in making them.

Since its founding the Isurugi company has been involved in many large projects such as the Tokyo Olympics, Osaka Expo and has received recognition from the Japanese government in the form of awards for its skill in traditional plastering. In 2015 the soil company specializing in lifestyle goods created using the skills of traditional Japanese plasterers became an independent company in its own right.

www.soil-isurugi.jp

About : hmny,CORGA

From its establishment in 1961, Ruboa's brands “hmny” and “CORGA” have consistently manufactured leather products crafted by uncompromising true craftsmen in the East Kagawa area.

East Kagawa has been a flourishing area for the production of leather gloves since the middle of the Meiji period, and even now boasts a 90% share of the domestic market. Leather gloves require a high level of technology, the right materials, cutting, and sewing to create the fingers and complete the whole glove.

At Ruboa, we develop products that make use of skills cultivated in the manufacturing of leather gloves, such as the “hmny” casual series which are soft form with French seams, and the “CORGA” L series using 0.5mm thick leather, which requires precise stitching. Our delicate yet strong products are highly trusted both in Japan and abroad, and we have always hoped for our items to be loved for many years.

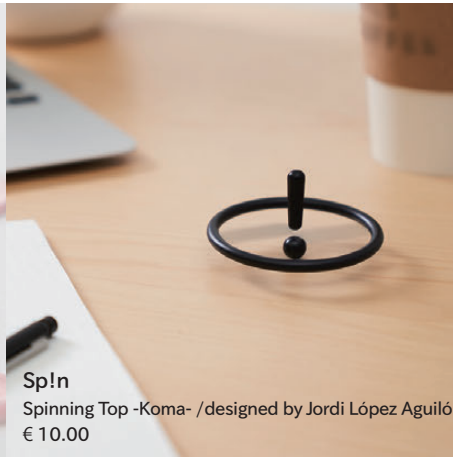
In 2015 we launched the Ruboa Design Shop next to our own factory as a place for visitors to see the manufacturing process and the end product of both brands.

www.ruboa.com

+d.



Kaze guru ma Sakura
Pinwheel Magnet /designed by Yuzo Azu
1p € 9.00 / 3pcs € 22.00



Sp!n
Spinning Top -Koma- /designed by Jordi López Aguiló
€ 10.00

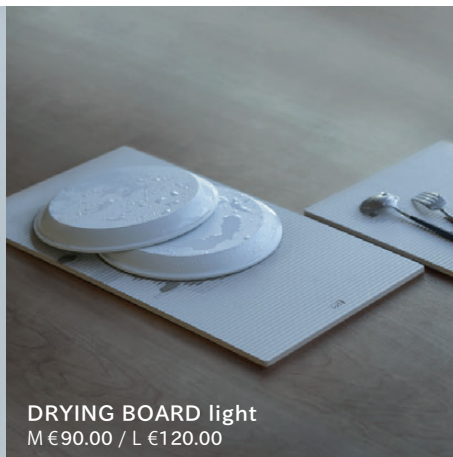


MICHI-KUSA
A small vase for arranging wildflowers /designed by dmc
€ 30.00

soil



GEM BATH MAT M
€100.00



DRYING BOARD light
M €90.00 / L €120.00



DRYING EGG
€15.00

lunny

ERGA



NT 2 MILE BAG / NT MINI COIN CASE
€ 65.00 / € 30.00



L TOTE
€ 150.00

*The prices are special limited prices during the Milan Design Week.