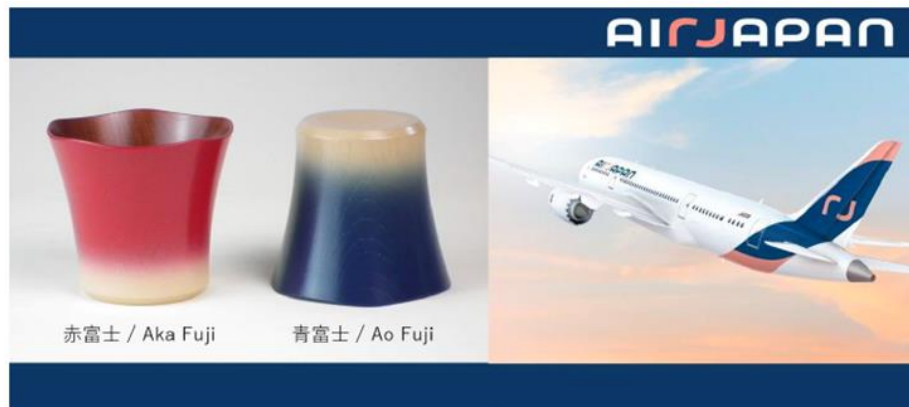


Aka and Ao Fuji Traditional Yamanaka Lacquer Cups Now on Sale Onboard AirJapan Flights!



Tokyo, Dec. 1, 2024 (JST) AirJapan has commenced sales of Yamanaka lacquer cups, crafted by Morita Shikki Co., Ltd., in two elegant designs: Aka Fuji and Ao Fuji.

Morita Shikki carries on the 450-year-old tradition of Yamanaka lacquerware, a traditional craft from Yamanaka Onsen in Ishikawa Prefecture, producing items that meet modern needs. Its products, designed to blend tradition with innovation, embody the skill and passion of its dedicated artisans.

AirJapan strives to showcase the charm and essence of Japan through its in-flight offerings, appealing not only to Japanese passengers but also to international travelers. In line with this vision, the Aka Fuji and Ao Fuji cups are now available for purchase onboard, allowing passengers to experience authentic Japanese warmth.

1. About the Aka Fuji / Ao Fuji

■ Product Details

[Product Name] Yamanaka Lacquer Cup Aka Fuji/Ao Fuji

[Size] Height 8.4cm x Diameter 9.5cm

[Material] Natural Wood, Lacquer Coating

[Origin] Japan

[Price] 7,000 yen each (Tax-Free Price)

※ Box included (with lid)

Each cup is carefully handcrafted over several months to completion.

Their design evokes the essence of Japan, with Mt. Fuji as a motif.

Yamanaka lacquerware is distinguished by its designs that follow the natural growth patterns of the wood. This approach results in lacquerware that is thin yet highly resistant to drying, ensuring high durability. They also retain heat, making them practical and easy to use daily.

※The video "Authentic Japan" aired onboard also introduces other in-flight sale products.

The above video is also available on the official YouTube channel "AirJapan Journey."

■ Sales Information

[Sales Period] On sale from December 1, 2024

[Sales Location] Onboard AirJapan flights (not available at airports).

[Routes] Sold on all routes

2. About Morita Shikki Co., Ltd.

With the mission of "Continuously producing innovation in the tradition of lacquerware and delivering Japanese culture to the world," Morita Shikki relies on the skills of its artisans to craft its traditional products. In addition to traditional lacquerware, it produces contemporary interior decor, fashion accessories like necklaces and earrings, and other stylish pieces that cater to modern tastes. It also provides an environment where veteran craftspeople and younger generations can demonstrate their skills, aiming to ensure traditional skills are not lost. At the crafting workshop located at the Kobo Jokan lifestyle store, visitors can observe the crafting process and participate in hands-on workshops to experience the art of lacquerware firsthand.

[Company Name] Morita Shikki Co., Ltd.

[Representative] Takahito Morita

[Established] October 1970

[Location] Wa-528, Uwabaramachi, Yamanaka Onsen, Kaga City, Ishikawa Prefecture

[Business Activities] Manufacturing and selling Yamanaka lacquerware, passing on traditional craft skills

[URL] <https://urusi.jp/>

Kobo Jikan: <https://shikkitogreen.co.jp/>

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