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## WASARA Launches 5th Anniversary Limited Edition “ WASARA × minä perhonen ” Picnic Kit

WASARA ( www.wasara.jp ) is pleased to announce the launch of “ WASARA × minä perhonen ” in Japan. This year, WASARA celebrates its 5th anniversary. Since the moment of our launch, we have been loved by so many people around the world. We are grateful for the warm supports and proud of our anniversary. From now on also we will sincerely continue to pursue the pleasant design with our philosophy based on the Japanese esthetic.

“ WASARA × minä perhonen ” is the first surprise we release for you.



It is completely a new world ; the simplicity meets cheeriness. Japanese fashion label “minä perhonen” wonderfully added its textile printings to WASARA. “WASARA × minä perhonen Picnic Kit” pleases your picnics and any other occasions. Spring has come!

### WASARA × minä perhonen picnic kit

[ Price ] 4,300 JPY

- [ Includes ]
- “choucho” kaku (L) 6pcs
  - “choucho” bowl 6pcs
  - “choucho” tumbler 6pcs
  - bamboo fork, knife, spoon 6pcs each
  - “hane” coaster 6pcs
  - “tambourine” bagasse napkin 6pcs
  - “letter of flower” cloth wrapper / table mat 1pc

[ Shop ] WASARA online shop、minä perhonen shop etc...



“choucho” kaku  
204×204×34H mm



“choucho” bowl  
φ 129×65H mm



“choucho” tumbler  
φ 99×85H mm



bamboo cutlery  
165 mm



“hane” coaster  
120×95 mm



“tambourine”  
bagasse napkin  
450×450 mm



“letter of flower”  
cloth wrapper/table mat  
750×750 mm



[Item description]



“choucho” kaku (L) 204×204×34Hmm

“choucho” bowl φ 129×65Hmm

“choucho” tumbler φ 99×85Hmm

Three different butterflies  
“choucho” float on each  
WASARA plates, bowls, and cups.  
(hot iron stamped)



hane coaster

φ 120×95mm

Butterfly shaped paper coasters-  
3 right and 3 left wings are  
included per kit.



tambourine bagasse napkin

450×450mm

One of the most symbolic printings  
by minä perhonen “toubourine”  
is for bugasse paper napkine.







“letter of flower” cloth wrapper / table mat

750×750mm

The pattern of “letter of flower”, a full of variety of flowers blooming together lively is printed on cloth wrapper-Japanese traditional Furoshiki. This can be a fantastic place mat as well.



WASARA bamboo cutlery Set

6 forks, 6 knives, and 6 spoons

165mm

WASARA bamboo cutlery is a full line of elegantly designed, single-use dining utensils. It is made from 100% natural bamboo. Light weight and sturdy, it has a smooth finish, and is warm to the touch. The most unique feature is a slit on each piece, which allows these utensils to securely attach to a plate, bowl, or cup.

### [ Brand profile ]

minä perhonen <http://www.mina-perhonen.jp>

minä perhonen is a fashion brand working to produce clothes which do not lose their allure through lapse of time. The design process begins with sketches, which are made into their original fabrics. Also, they aspire to develop new materials and techniques with production centers of home and abroad. The name of the brand originates in Finnish as the designer sympathized with the lifestyle and the culture of FINLAND; he has traveled many times through northern European countries. “minä” means “I” and “perhonen” is “butterfly,” with a wish to make many beautiful designs like those of butterflies’ wings. The brand logo signifies “various characters (dots) within oneself (rectangle shape).” Just like the species of butterflies are countless, the designs too continue to increase.

WASARA <http://www.wasara.jp>

With WASARA, we offer a new solution to disposable tableware. WASARA has been developed as the designed and sustainable paper tableware, clearly distinct from anything else you have even seen. We tried to make it using renewable and non-wood materials for environmental conservation, and then found best materials; bagasse (sugarcane waste), reed and bamboo. WASARA is also 100% biodegradable and compostable. Featuring the aesthetic and sensitive design that invokes the feel of Japanese ceramics, WASARA fits comfortably in the hand, with an elegant form and sturdy support. Those details are backed by Japanese craftsmanship, excellent techniques of metallic molds, and the skills of trimming, which had never been used before in the paper tableware industry.

#### < Awards >

- 2009 Design For Asia Award Gold Award & Grand Award (Hong Kong)
- 2010 The GOOD DESIGN Award from Chicago Athenaeum: Museum of Architecture & Design (USA)
- 2011 INDEX : Award 2011 Finalist (Denmark)

\*100% Tree-free, Made from Bagasse, Bamboo, and Reed pulp (water/oil resistant) \*Biodegradable and Compostable (ASTM D-6400 certified) \*Designed in Japan, Made in China (Manufactured at ISO9001, 14001 authorized factory) \*Part of WASARA’ s profits are donated to the protection of forest through NPO, Eco Future Fund ([www.eco-fture.net](http://www.eco-fture.net))

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