

## Launch Announcement of the New Brand “casanet”

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We are pleased to announce the launch of a new brand, casanet, from WASARA Co., Ltd. Like WASARA, casanet is made from environmentally friendly materials—specifically, fibers derived from bamboo and sugarcane. This product features a lidded container design.



<Brand Logo>

# casanet

Produced by Michiyo Tanabe, who also launched WASARA.

Product design by Fumie Shibata,

an award-winning designer active in a wide range of international and domestic projects.

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## PRODUCTS



casanet L

[ container ]  
W300×D110×H50.5mm Weight: 46g

[ cover ]  
W302×D112×H10.5mm Weight: 28g



casanet M

[ container ]  
147×110×H50.5mm Weight: 24g

[ cover ]  
149×112×H10.5 mm Weight:14g



casanet S

[ container ]  
110×110×H50.5 mm Weight:18g

[ cover ]  
112×112×H10.5mm Weight:11g



Producer : Michiyo Tanabe

Born in Shizuoka, Japan. After graduating from the Design Department of Bunka Fashion College, she studied in Paris. She began her career as a fashion press, and in 1984 joined designer Takeo Kikuchi as the chief press for the newly launched TAKEO KIKUCHI brand.

In 2002, she joined JUN Co., Ltd. as a PR advisor,

playing a key role in the launch and management of MONTOK in Omotesando until 2010.

In 2005, she conceived WASARA, challenging the notion that traditional paper plates could not reflect Japanese aesthetics or suit Japanese cuisine. She appointed Shinichiro Ogata as Creative Director and launched the brand.

In response to the needs arising during the COVID-19 pandemic,

she envisioned a new lidded container and, in 2020, entrusted Fumie Shibata with its product design.

The result is casanet, launched in November 2024.

Designer : Fumie Shibata

She is a product designer whose work spans a wide range of industries,

from electronics and furniture to medical devices and hotel design. She leads numerous projects both in Japan and internationally.

Her work has received many prestigious accolades, including “iF Design Award Gold” , “Red Dot Award: Best of the Best” ,

“Good Design Gold Award” , “Asia Design Award Grand Prize” , “Cultural Special Prize, and Gold” ,

“ELLE DECO International Design Awards: Lighting Category Grand Prix” .

She is currently a professor at Tama Art University, where she fosters future generations of designers.

Her book “Inside a Form Lies Another” shares her quietly powerful design philosophy.



WASARA Co., Ltd.

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Established: April 2008

Capital: 15 million yen

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