

Shigoto Fashion
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Shigoto Fashion Brings Cool Japan to the World with Premiere Collection

TOKYO (Feb. 2, 2009)- For years, fashion houses in Japan have taken to the runways to debut the latest and most cutting-edge fashions. This time Japanese fashion company, Shigoto Fashion, is shaking things up with their debut line. Their runways are scaffolds. Their models are the construction workers building the skylines of Tokyo. Their inspiration is the fashion designs of the tobi, the modern day construction workers of Japan.

Shigoto Fashion, created by former Heineken Japan General Manager, Jasper Momma and Japanese media personality, Mibu Minami, is the first clothing line to join the traditional fashions of the tobi with a sense of imaginative design to create a fashion experience unlike any other the world has experienced. Filling the void in the market for this type of fashion, Shigoto Fashion is committed to delivering looks that stay true to traditional Japanese design work, yet are edgy and versatile enough to transcend time and location.

The debut collection includes tobi pants, the traditional pants inspired by the ancient samurai warriors of Japan and worn by modern day construction workers, tabi shoes, the sturdy sandals worn throughout history and tekos, decorative wristbands that provide comfort for the workers who use their hands constantly. Shigoto Fashion is the most authentic experience in fashion. The company is proud to announce that all products are 100% made and produced in Japan and all materials are hand-woven with primarily organic materials. With the outsourcing of production becoming the norm today, Shigoto Fashion refuses to sacrifice genuine Japan for lower production costs, setting them apart from any similar product on the market.

What inspired Momma and Minami to create this line? “We wanted to bring cool Japan to the world. We wanted to bring the Japan we have been so privileged to be a part of to those who may not have gotten to experience it. With the tradition, the design; Japan is a world of its own,” explains Momma. The company hopes to succeed in conceptualizing a new phenomenon: engaging people into Japan’s rich history through fashion. They are passionate about this concept and are eager to accomplish this through their products and website.

The collection is currently being sold on Shigoto Fashion’s website, www.shigotofashion.net, and in the near future will be available for retail in stores across the United States.

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