

Announcement:
Business Succession of the Luxury Hemp Textile Brand majotae



HOSOO Co., Ltd. (Headquarters: Nakagyō-ku, Kyoto) is pleased to announce that it will assume full ownership and operation of the luxury hemp textile brand majotae, currently managed by Avex Inc. (Headquarters: Minato-ku, Tokyo).

Effective October 1, 2025, all activities under the “majotae” brand business will be fully transitioned to HOSOO.

The majotae brand has been nurtured by Avex for approximately 15 years since its inception in 2010, with the mission to elevate Japan’s ancient hemp — which carries over 10,000 years of history — into textile products suitable for daily use through modern technology.

In inheriting this legacy, HOSOO aims to leverage its own weaving expertise and distribution network to maximize the brand’s potential as a luxury textile born in Japan, and to drive further growth in both domestic and international markets.

HOSOO is well known for its deep roots in Nishijin weaving, with over 1,200 years of continuity. Silk weaving is central to its heritage. In Japan, two fibers have held sacred significance: silk (known as *Nigitae*) and hemp (known as *Aratae*). Hemp has been used in Japan for more than 10,000 years, and silk for over 2,000 years in ritual and daily garments. To this day, the sacred garments offered at Ise Jingu’s *Kamimono-sai* include both hemp (*Aratae*) and silk (*Nigitae*).

By integrating hemp alongside silk in its portfolio, HOSOO aspires to become a more robust luxury textile company—one that harmonizes tradition and innovation more deeply than ever before.

Continuity & Future Strategy

Currently, majotae offers approximately 30 hemp textile collections. All of these collections are fully prepared for transfer, and existing sales will continue uninterrupted. Some product lines are scheduled for rebranding and will be relaunched under the HOSOO umbrella in the coming year.

About Majotae

Majotae is a brand that resurrects hemp (in Japanese *taimafu*, or hemp cloth) with its original tactile qualities, employing contemporary technology. The original image of hemp as stiff or coarse is challenged: majotae aims for a silk-like smoothness combined with cotton-like softness. Since its project launch in 2011, majotae has thoroughly studied Edo-period hemp production. By mechanizing labor-intensive manual steps and innovating spinning processes, it has achieved machine weaving of fabrics composed entirely of hemp fibers—realizing textures once believed only possible by hand-spun yarn and hand weaving.



About HOSOO

Hosoo was founded in 1688 in Nishijin in Kyoto as a weaver purveying to prominent temples. Nishijin textile, Kyoto's pre-dyed yarn textile, has been nurtured since 1200 years ago with the support of imperial nobles, the samurai class, and wealthy merchants. Today, Hosoo combines traditional Nishijin textile techniques for obi and kimono that it has inherited with innovative techniques and a timeless design sensibility to create one-of-a-kind textiles and offer them to the luxury markets in Japan and abroad.

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Contact : info@hosoo.co.jp
HOSOO Co., Ltd. www.hosoo.co.jp