

Primavera®

A gift from Mexico

Story

Primavera® is a Mexican cherry tree blooming in the State of Morelos, Cuernavaca County, Mexico. Cuernavaca is a rural city, located 1500 meters above sea level, and approximately 100 km south of Mexico City. It is known as a university town, as well as being one of the most popular summerhouse and resort area. Cuernavaca was given the title "Heaven of Eternal Spring" by German immigrants, and soon enough, many people from all over the world migrated to Cuernavaca, making it an international city. Primavera® also means "Spring", "Spring of the Life", "Youth" and "Golden Age", and is the symbol of the city, Cuernavaca where air conditioners, heating systems, and dehumidifiers are uncalled for.

Fabric

The "Primavera" of Kuroki Inc. began according to the origin of its name, by using raw cotton from Mexico. We added a texture of craft which is unfound in normal slab yarn, to an already thick and bulky fiber of this unique cotton. The secret of "Primavera", a product of Mexican mother earth, lies in a texture of a hand spun slab yarn in the good old days, with its warmth and presence.

Primavera®

To convey the benefits of this product to the consumers:

"Primavera" Original Tag

To directly convey the benefits of "Primavera", we have prepared an original tag (double folded paper) which may be attached to every product employing our "Primavera". On the cover of this tag will be a photo of "Primavera" fabric with a catch copy. On the inside will be the characteristics of the fabric, revealing its high quality.

