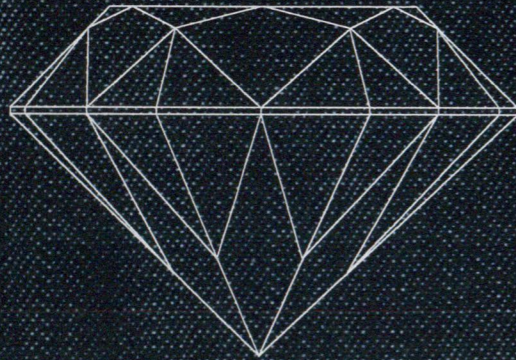


Vajira denim

Valuable radiance polished by free will



Etymology

Story

"Vajira" means "hardness" in Sanskrit.

The Japanese character of this word literally means "hardest of all metal". These characters are also used in the word "Diamond", to express the "hardness" of this gem, comparing it to the hardest of all metals. In Japan, Vajira is also pronounced "Vazara".

The word also signifies "eminent spirit", emancipated from worldly desire such as wealth and competence, procreating superb products, by practicing free thoughts unhindered by ability, rationality, authority, and traditions.

Material

Fabric

Denim developed by Kuroki Co., Ltd. radiating with diamond like luster, is called Vajira Denim. Raw cotton with the highest luster was finally selected after every cotton from all over the world had been closely examined. Furthermore, our unique spinning technology accomplished the creation of "diamond yarn" with much luster and brilliancy.

An original machine designed by Kuroki Co., Ltd. realized special finishing procedure not possible in standard machine.

The trinity of selected raw cotton, spinning technology, and unique finishing procedure gave birth to Kuroki's "Vajira Denim". Currently, No.30 to No.7 single threads are available.

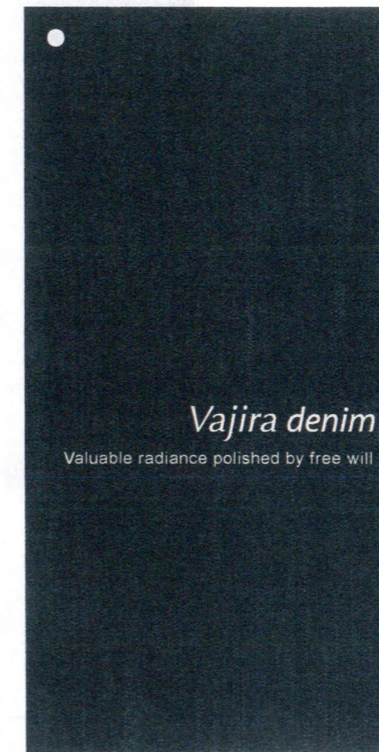
Vajira denim

In order to convey the benefits of this product to the consumers...

"Vajira Denim" original label.

For the products using "Vajira Denim", an original paper label (folded tag), directly conveying the features of this fabric to the users, is available.

The front cover is a close up photo of the fabric with a catch phrase, and in the inside, the "etymology" and the "material" is explained to promote the fine quality of this product.



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