



“Mom, have you ever thought about turning this into a business?”

“If I could... that would make me really happy hehe”

That was my question as we looked at a handbag made from a kimono obi (sash). My mother chuckled, thinking I was joking, and replied gently with a smile.

This project is a heartfelt challenge to launch a brand born from our family's story.

懐かしさと新しさをひとつに

OBI BaG

伝統的な着物の帯をアップサイクルし、
現代のファッションに合わせたデザインに。

想いが詰まった一点もののバッグです。

Upcycled from traditional kimono obi,
reimagined for today's fashion.

Each bag is an unrepeatable piece filled
with stories and sentiment.



A Warm Hello to Everyone



Hello! My name is Mayumi Nakayama.

I run a small salon in Osaka, which I opened four years ago, focusing on eyelashes and eyebrows. It's a cozy, one-on-one private salon tucked inside a traditional old house.

I chose this kind of space naturally—something about the warmth of traditional materials has always spoken to me.

And here in this salon, you'll also find some of my mother's handmade obi bags.

Thanks to the encouragement of so many people, and the feedback that helped us grow and improve, I've finally made the decision to take on this new challenge!

The Story Behind This Project



Growing up, seeing my mother at her sewing machine with a huge smile was just a part of everyday life.

Whether it was hemming pants or patching holes, she was always the one to fix things for us—quietly and lovingly.

Among her many handmade creations is a coin purse crafted from kimono fabric, just like the ones we’re offering as a return gift in this project. I still use mine in my everyday life.

Through every stitch of these handmade items, my siblings and I were surrounded by her love. That love has shaped who we are now.

A Family Moment That Revealed My Mother’s True Feelings

My mother is the very picture of kindness—a *true “mom”* in every sense.

She has always put her children and our family before herself, never asking for much, always quietly giving.

But there was one moment when she didn’t yield—one time she couldn’t let go.

A few years ago, our family faced a serious challenge that made it seem like we might have to leave our family home. If we were to move, we wouldn't be able to take everything with us—especially the large wooden chest (a *kiri tansu*) my mother had inherited as part of her wedding trousseau from my grandmother. Some of her precious kimonos would also have to be left behind due to the size of the chest that contains it.

And that was the first time I saw my mother truly resist.

Tears in her eyes, she silently shook her head, refusing to agree—no matter what.

To her, the love she had received from her own mother—who passed away at an early age, around the age I am now—was more precious than anything. That chest and those kimonos were symbols of that love. She simply could not let them go.

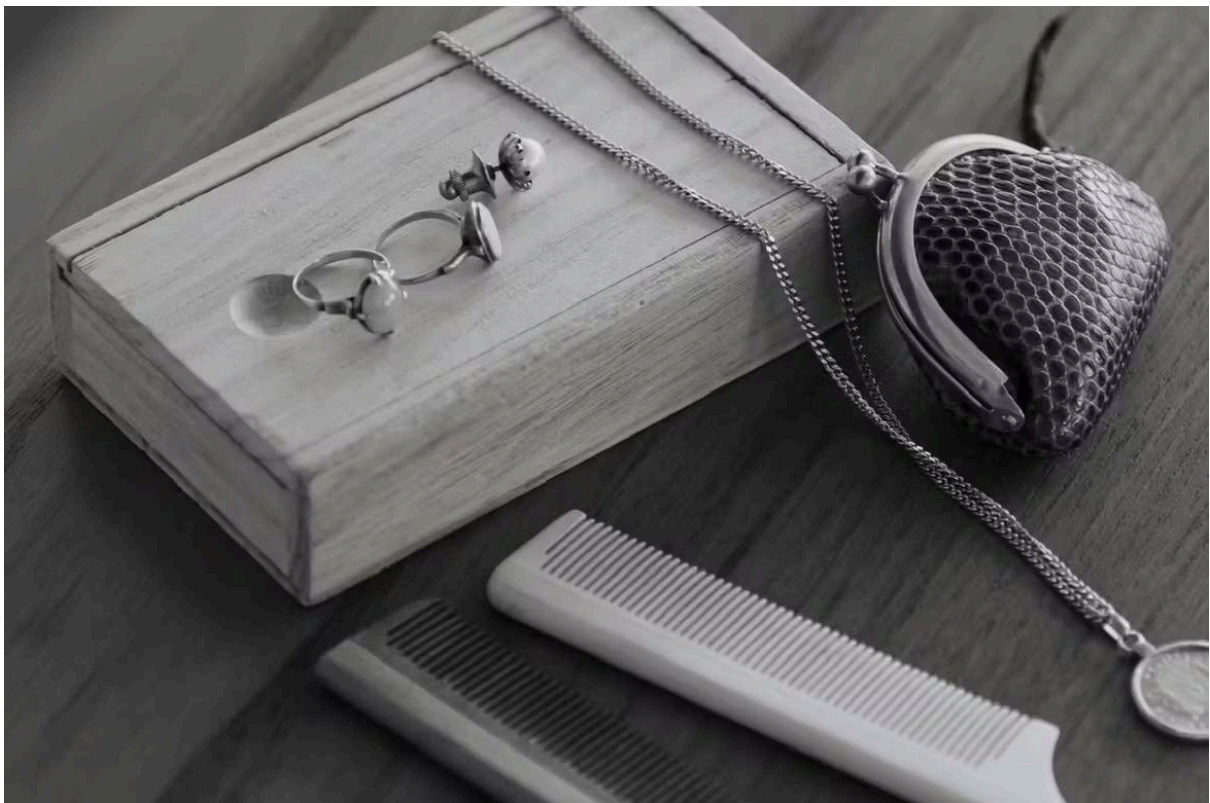
We, her children, did everything we could to make sure we didn't have to move, putting our mother's feelings first. We succeeded at protecting her treasured feelings and gifts.

When I saw the obi bag my mother had made, all the memories of that moment with our family came rushing back—the moment I first understood the depth of the love she had inherited and cherished.

And that's when I felt it deep in my heart:

"I want to carry on the love woven into this obi bag."

"I want to share it with the world, in a way that fits our times."



Why I Decided to Turn This Into a Brand



I have an older sister who now lives in Saudi Arabia after getting married. Although we look alike, our personalities and tastes couldn't be more different.

But one day, when we both saw a new obi bag our mother had just made, something surprising happened. Even though we rarely agree on things, we both instantly said: **"This is *amazing*!!"**

It was one of those rare moments where we were completely in sync.

A little while later, I visited our family home and noticed... the number of bags had exploded! It seems our excited reaction had sparked something in our mom—she'd just kept making more and more!

Watching her, I picked up the phone and immediately called my sister.



I told her and my Saudi brother-in-law:

"When I got home, there were even more bags! Mom looks so happy making them—I feel like we need to do something with this."

My sister replied right away:

"I was thinking the same thing! She really does look so happy. And these obi bags—they're stylish for any generation. You don't need a kimono—you can pair them with everyday outfits too!"

Even my brother-in-law, who speaks with a Kansai accent, chimed in:

"Mayu-chan! I was thinking the same thing! I even asked Nacchan (my sister), like—why don't you sell these? I'm telling you, these would be a hit in Saudi Arabia too!!"

It turned out the feelings I had quietly tucked away in my heart were shared by both my sister and my brother-in-law.

The love that our mother had inherited from our grandmother—that she holds so dear—we wanted to carry it forward too, in our own way.

We ended up talking on the phone for a long time, happily dreaming about the future and how this could be something that brings joy to many.

And that's when I said, *"I want to ask Mom about this one more time."*

That moment, I made up my mind: *Let's make this real. Let's move forward with everything we've got.*

"Mom, have you ever thought about turning this into a business?"

"If I could... that would make me really happy hehe"

Yes!!! I can finally give back to my mom, even if a little late.

That was the thought that lit up my heart.

Why We're Taking This Project Overseas



My brother-in-law, who married my sister, has always been like a real brother to me—someone I can talk to, rely on, and truly call family.

Last year, I traveled to Saudi Arabia for the first time.

It was a country I had known so little about—one I couldn't really picture in my mind.

But once I arrived, something unexpected happened. The air, the food—it all felt surprisingly natural to me.

By the second day, I found myself thinking, *"I could actually live here."* That's how much warmth and peace I felt from the people and the place. It was a kind of calm I hadn't known I needed.





During the trip, I also spent time with my brother-in-law's family. Even though it was our very first meeting, I felt embraced by genuine, heartfelt love.

And when I shared this project idea with my Saudi "Mom and Dad"—his parents—their response was immediate:

“This is absolutely wonderful! You *must* sell these in Saudi Arabia too! Can we start spreading the word already?!”

Everyone's excitement just clicked together perfectly. (*laughs*)

Having *home* in both Japan and Saudi Arabia, I'll be joining hands with my sister's family to launch this brand—across cultures, across borders, filled with love.

What We've Been Doing So Far

It's been about two years since my mom first started making obi bags—two years of quiet but meaningful steps leading up to this moment.

We didn't rush into crowdfunding right away, and that was intentional. Instead, we began with small local *marché* (market) events, wanting to create a space where we could truly feel the joy and connection that comes from sharing something by hand, face-to-face.

This period was about more than just sales—it was about nurturing a shared vision within our family, and understanding what it means to turn this into a brand filled with love.

The *marché* event itself came to life because of my mom. Inspired by her, I teamed up with a friend and co-hosted our first event.

It was a market for self-expression—a place where people showcased their passions and talents, however small.

Even though many participants had never met before, the atmosphere was warm and welcoming, the kind of space where you just naturally want to say “hi” to someone passing by.

Held in a stylish, peaceful venue, it became a day where both the heart and stomach were full.

We gathered our fellow participants simply by reaching out—no big advertisements, just friends inviting friends.

What I hoped for most was this:

- *To create a space where others in similar situations could exchange ideas and grow together.*
- *To let my mother feel the joy of seeing someone choose her handmade bag with their own hands, in person.*
- *To share the warmth of her craftsmanship with as many people as possible.*

That was my message to her. And from one person to another, that warmth continues to pass on, creating a beautiful cycle of happiness.

Along the way, we also took time to improve the product itself—refining the hardware, carefully selecting fabrics, and making multiple prototypes to ensure they last and feel just right.

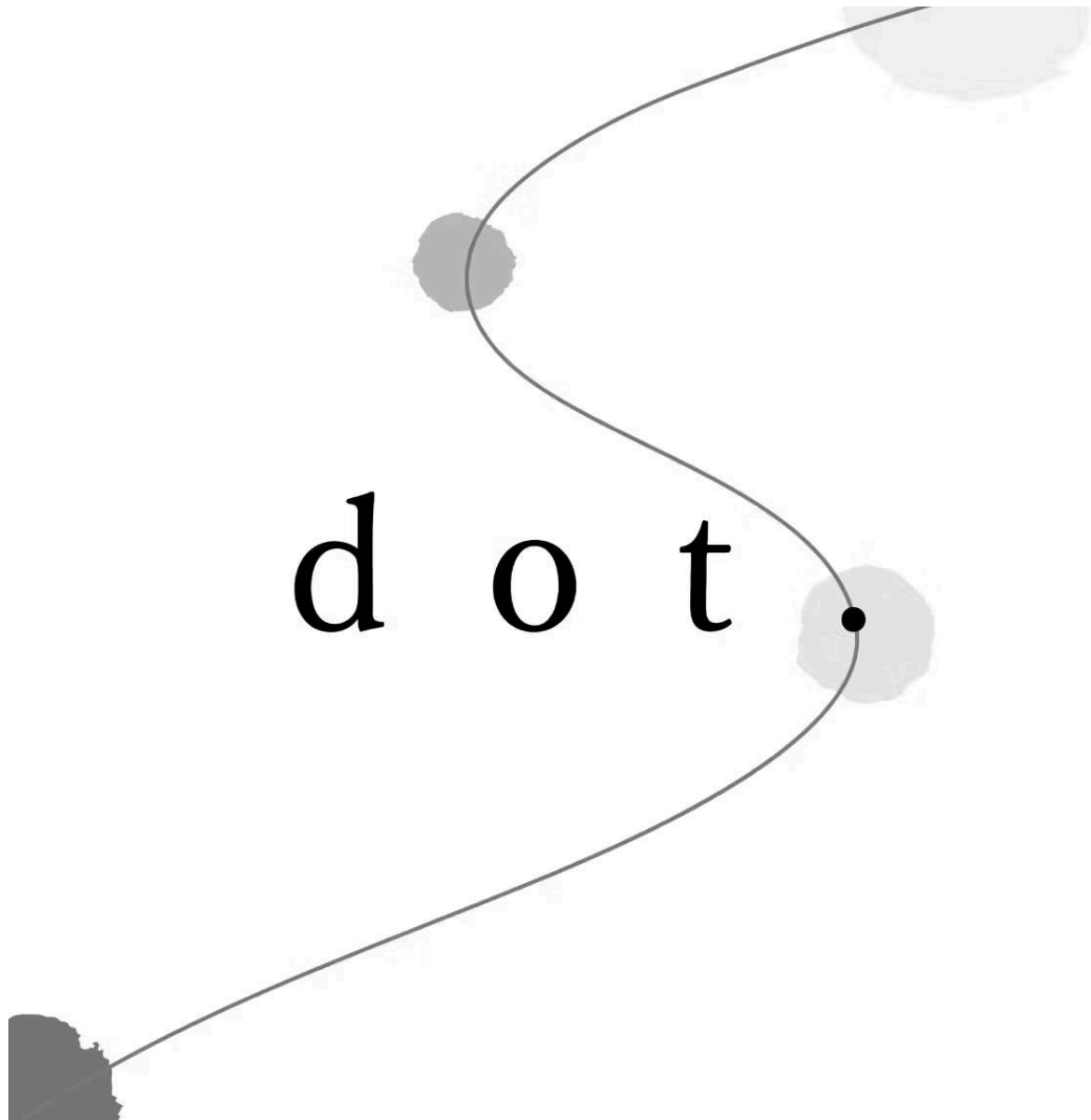
It was a journey of learning, testing, and growing—one that took time, and needed to.

When I finally decided: *“I want to build a real brand out of this,”*

I talked to a close friend from high school—someone like family to me.

That friend helped shape the brand’s concept, name, and logo. And just like that, our identity was born.

The Meaning Behind Our Brand Name: *dot*.



From grandmother to mother, and from mother to us, her daughters—
Each of our family's feelings exists like a single *dot*, a point of love and memory.

And when these *dots* connect, something beautiful begins.

Our brand name, *dot.*, carries the hope that we can continue connecting gently—from our family to yours, and to many others beyond.

We want to be a small yet meaningful *dot* that links people together with kindness.
And just like that, we hope to become a bridge between Japan and Saudi Arabia too.

The Products

Each item is lovingly handcrafted by our family, working together to honor Japanese tradition while pouring our hearts into every creation.

These bags are made using traditional Japanese materials—fabrics that carry someone's memories, someone's story—and are given new life in a modern fashion style.

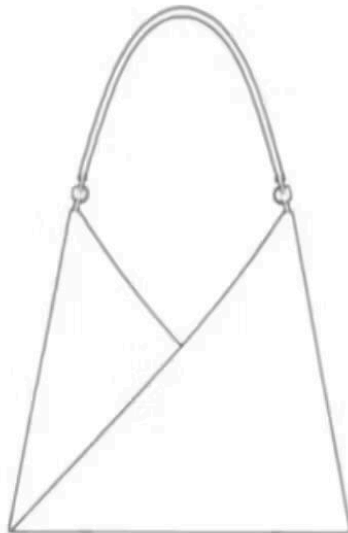
It's a completely new form of expression: **a bridge between heritage and today's lifestyle.**

For the launch of our online shop on **October 1st**, we'll be releasing the following designs:

Square-mini-



Azuma



Square



- **Square-mini:** A small-sized square tote-style bag
- **Azuma:** A design inspired by the traditional *azuma bukuro* wrapping style
- **Square:** A classic square tote bag

Each design will be thoughtfully crafted and made available for purchase in limited quantities.

Project Timeline

- **September 1, 2025** – Crowdfunding campaign begins
- **September 9, 2025** – Official company registration
- **September 30, 2025** – Crowdfunding campaign ends
- **October 1, 2025** – Perk gifts' shipments begin + EC site opens
- **October 25, 2025** – *Marché* event in Osaka

How Your Support Will Be Used

The funds we receive through your support will be carefully used to help us grow the *dot.* brand and share its story with more people.

Here's how we plan to use your contributions:

- **To improve product quality** and build a more stable production environment, we'll be investing in a professional sewing machine.
- **For participating in future marchés and pop-up events**, your support will help us prepare displays, booths, and a reliable sales setup.
- **To cover material costs** for making *gamaguchi* coin purses and support **staffing needs** for this project.
- And as we look to participate in **international events in Saudi Arabia**, we'll use funds for photography, editing, and transport preparations that help convey the world of *dot.* to a wider audience.

With this project as our first big step, we're putting our hearts into making sure that *dot.*'s creations can connect with even more people around the world.



And Finally...

Thank you so much for taking the time to read our story—a challenge that started from a single thread of family love.

For someone like me, who's only ever worked in the beauty industry, starting *dot.* was like stepping into a whole new world. I was full of doubts and questions—but little by little, this dream began to take shape thanks to my family and the amazing support of so many people.

Through this crowdfunding campaign, I hope to carry that gratitude with me and continue moving forward, one step at a time.

If even a small part of this project touched your heart, we'd be so happy to receive your support. Even clicking the little "♡ favorite" button would mean the world to us—and would truly encourage us to keep going.