

Where Japanese beauty
meets everyday joy.



Fuwa Market

MONYO ~ Modern Japanese Patterns ~

Product Catalog

Product Lineup

A stationery collection crafted from hand-dyed washi paper made in Kyoto.

Soft Colors

Product		B6 Ring Notebook	Pencil Case	Letter Case	System Binder (Mini6)	System Binder (Bible)
Page		P5	P7	P9	P10	P11
青海波 (Seigaiha)		☐	☐	☐	☐	☐
梅 (Ume)		☐	☐	☐	☐	☐
市松 (Ichimatsu)		☐	☐	☐	☐	☐
銀杏 (Ichō)		☐	☐	☐	☐	☐

Classic Colors

Product		B6 Ring Notebook	Pencil Case
Page		P6	P8
青海波 (Seigaiha)	BLUE		☐
	BROWN		☐
梅 (Ume)	RED		☐
	YELLOW		☐
南天 (Nanten)	RED		☐
	BLUE		☐

Soft Colors



Classic Colors



Fuwa Market

The Philosophy Behind Fuwa A New Breeze from Japan.

Japan is home to a wealth of traditional crafts and artisan skills that have been passed down through generations.

However, as times change, some of these traditions and skills are becoming less visible, and their value is not always fully recognized.

At Fuwa, we believe these traditions should not simply be preserved. Instead, we seek to reinterpret them through products and designs that fit naturally into modern life, creating new value while carrying their stories into the future.

Making Japanese culture more accessible.
More relevant to everyday life.
And sharing it not only across Japan, but with the world.

That is the spirit behind the name Fuwa.

Three Values We Cherish

Tradition

Passing on the beauty of Japan's traditional crafts and artisan skills to future generations.

Design

Reimagining tradition in forms that naturally fit contemporary lifestyles.

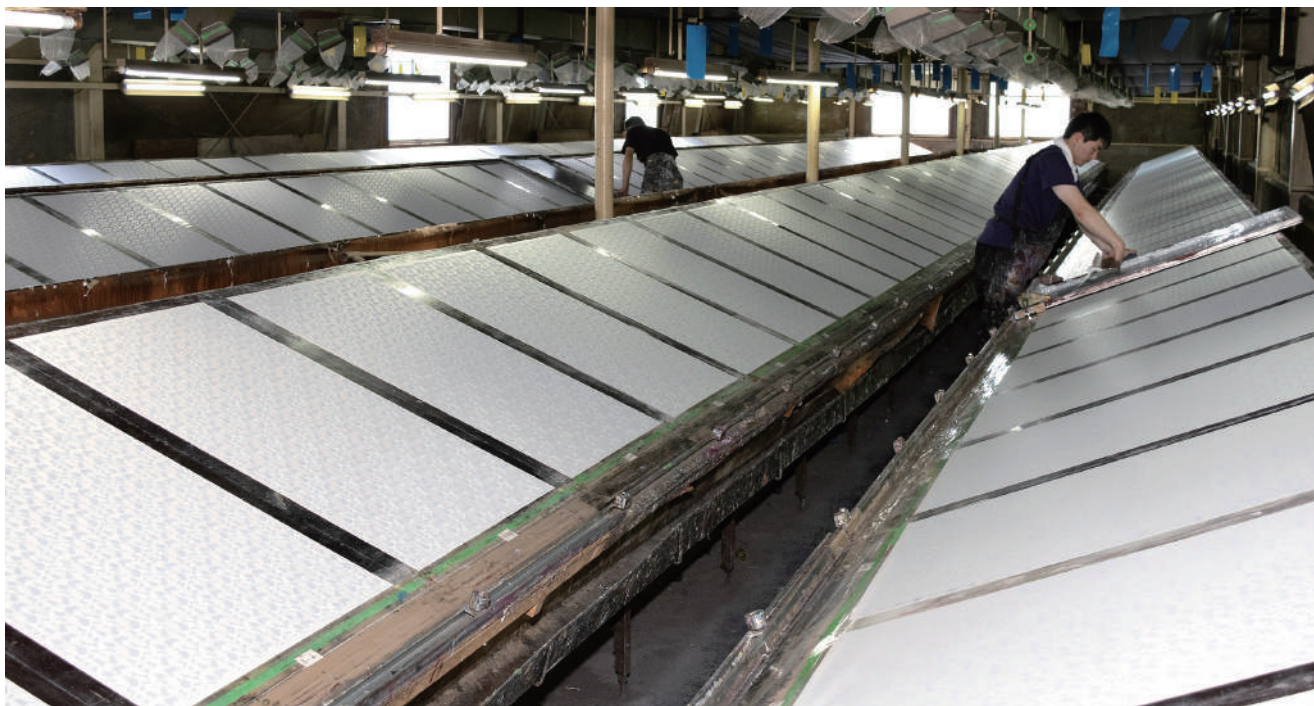
Social Impact

Building connections between people and communities through craftsmanship, including collaborations with welfare support organizations for people with disabilities.

Preserving tradition for the future.
Expanding opportunities for people.

By valuing both, we will continue
to bring a new breeze from Japan to the world.

Hand-dyed washi paper, made sheet by sheet in Kyoto.



The washi paper used in the “Symbols of Happiness” collection is produced by Maruyama Senko, a Yuzen washi dyeing factory located in Nantan City, Kyoto.

Using traditional Yuzen dyeing techniques, skilled artisans hand-dye each sheet individually, applying color layer by layer with handcrafted printing blocks.

The rich textures and depth of color that emerge from this process cannot be replicated through mass production.



Left: Mr. Akiyama, President of Maruyama Senko
Right: Mr. Nishida, President of Fuwa Company

As a unique characteristic of hand-dyed washi, each sheet has its own subtle variations in color and expression, even when the pattern is the same.

The “Symbols of Happiness” collection brings the beauty of this hand-dyed washi into everyday stationery, including ring notebooks, pencil cases, and system binders.

Bringing artisan-crafted washi closer to everyday life.

Experience the beauty of Japanese craftsmanship in your daily routine.

MONYO ~ Modern Japanese Patterns ~

Bringing Japanese Patterns into Everyday Life.

The Symbols of Happiness collection is a stationery series that reinterprets traditional Japanese patterns, passed down through generations, into designs suited for modern living.

These patterns carry wishes and meanings such as good health, prosperity, and meaningful connections. Respecting both their symbolism and beauty, we have transformed them into everyday stationery, including ring notebooks, pencil cases, and system binders.

Each piece features washi paper that is hand-dyed sheet by sheet at a traditional Yuzen washi dyeing factory in Kyoto, bringing together Japanese craftsmanship and timeless patterns in a contemporary form. The Symbols of Happiness collection offers a way to experience the beauty of Japanese culture and craftsmanship in everyday life.

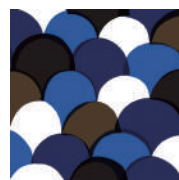
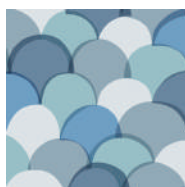
Soft Colors

Classic Colors

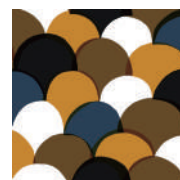
◆ 青海波 (Seigaiha)

Seigaiha Pattern

Infinite Waves: A Symbol of Abundance



BLUE

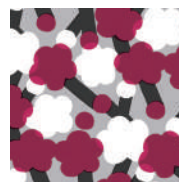


BROWN

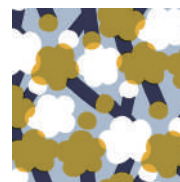
◆ 梅 (Ume)

Plum Blossom Pattern

The Plum Tree: A Wish for Health and Vitality



RED



YELLOW

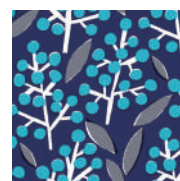
◆ 南天 (Nanten)

Nanten Pattern

Sacred Bamboo: A Charm for Protection



RED

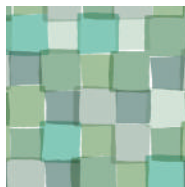


BLUE

◆ 市松 (Ichimatsu)

Ichimatsu Pattern

Chic Ichimatsu: The Beauty of Tradition



◆ 銀杏 (Ichō)

Ginkgo Pattern

The Glistening Ginkgo: A Beacon of Good Fortune



Hand-Dyed Washi B6 Ring Notebook

Size (Approx.):

B6: H182 × W128 mm

Material: Paper

Text paper: Cream book paper (5mm grid)
60 sheets (120 pages)

Made in Japan (Kyoto & Osaka)



Soft Colors



front



back

青海波 (Seigaiha)
Seigaiha Pattern



4

573620 781827



front



back

梅 (Ume)
Plum Blossom Pattern



4

573620 781810



front



back

市松 (Ichimatsu)
Ichimatsu Pattern



4

573620 781841



front



back

銀杏 (Ichō)
Ginkgo Pattern



4

573620 781834

Classic Colors



front



back

青海波 (Seigaiha)
Seigaiha Pattern
BLUE



4



front



back

青海波 (Seigaiha)
Seigaiha Pattern
BROWN



4



front



back

梅 (Ume)
Plum Blossom Pattern
RED



4



front



back

梅 (Ume)
Plum Blossom Pattern
YELLOW



4



front



back

南天 (Nanten)
Nanten Pattern
RED



4



front



back

南天 (Nanten)
Nanten Pattern
BLUE



4

Hand-Dyed Washi Pencil Case

Size (Approx.):
H180 × W67 × D27 mm

Material: Paper

Made in Japan (Kyoto)



Soft Colors



青海波 (Seigaiha)
Seigaiha Pattern



梅 (Ume)
Plum Blossom Pattern



市松 (Ichimatsu)
Ichimatsu Pattern



銀杏 (Ichō)
Ginkgo Pattern



Classic Colors



青海波 (Seigaiha)
Seigaiha Pattern
BLUE



青海波 (Seigaiha)
Seigaiha Pattern
BROWN



梅 (Ume)
Plum Blossom Pattern
RED



梅 (Ume)
Plum Blossom Pattern
YELLOW



南天 (Nanten)
Nanten Pattern
RED



南天 (Nanten)
Nanten Pattern
BLUE



Hand-Dyed Washi Letter Case

Size (Approx.):
H178 × W128 × D39 mm

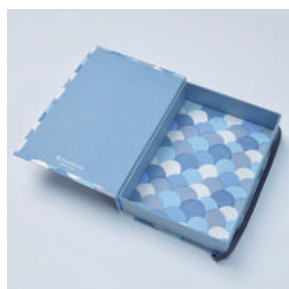
Material: Paper

Made in Japan (Kyoto)

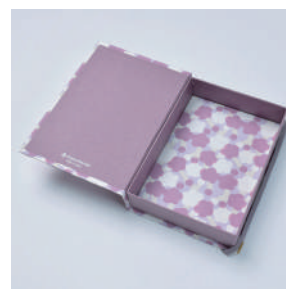


Fits Yo-2 size envelopes
(162 × 114mm, similar to a C6 envelope)

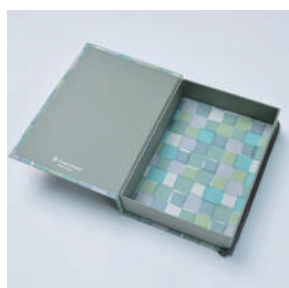
Soft Colors



青海波 (Seigaiha)
Seigaiha Pattern



梅 (Ume)
Plum Blossom Pattern



市松 (Ichimatsu)
Ichimatsu Pattern



銀杏 (Ichō)
Ginkgo Pattern



Hand-Dyed Washi System Binder (Mini 6)

Size (Approx.):

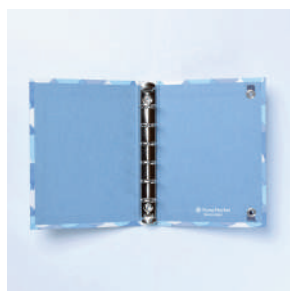
H148 × W110 × Spine Width 24 mm

Material: Paper

Made in Japan (Kyoto)



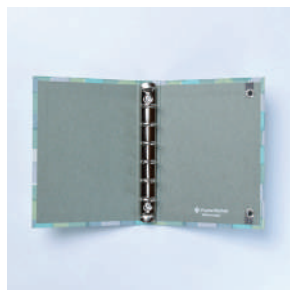
Soft Colors



青海波 (Seigaiha)
Seigaiha Pattern



梅 (Ume)
Plum Blossom Pattern



市松 (Ichimatsu)
Ichimatsu Pattern



銀杏 (Ichō)
Ginkgo Pattern



Hand-Dyed Washi System Binder (Bible Size)

Size (Approx.):

H188 × W130 × Spine Width 24 mm

Material: Paper

Made in Japan (Kyoto)



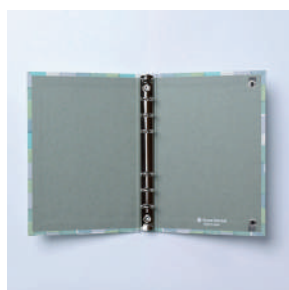
Soft Colors



青海波 (Seigaiha)
Seigaiha Pattern



梅 (Ume)
Plum Blossom Pattern



市松 (Ichimatsu)
Ichimatsu Pattern



銀杏 (Ichō)
Ginkgo Pattern





Another Kind of Craftsmanship.

Washi paper, hand-dyed one sheet at a time by artisans in Kyoto, is carefully crafted into each product before making its way to a partner welfare employment support facility, where it is carefully packaged, piece by piece, by the people who work there – and finally reaches you.

Those who dye. Those who craft. Those who finish. Each product comes together through the careful work done at every stage, by every hand.

We don't see this as a relationship of supporting and being supported. We see it as working together – as partners who create and deliver value to the world, side by side.







Fuwa Market

Fuwa Company Co., Ltd.

Website: <http://fuwaco.jp>

Online Shop: <https://fuwamarket.com>

Address: 163-4 Hojo, Himeji City, Hyogo, Japan