



~Pursuit of Japanese Tradition~A Dyeing Shop with a 100-Year History~

Kyoya Dyeing Co., Ltd.



Kyoya Dyeing has been doing business for over 100 years in Ichinoseki City, southern Iwate Prefecture. They manufacture costumes for local performing arts, happi coats, and hand towels in-house. In recent years, they have launched their own brand and opened a physical store called "En.nichi" to promote the Tohoku region's clothing, crafts, and culture, representing a new form of dyeing shops for the future.

"En.nichi" is a renovated 200-year-old traditional farmhouse in the satoyama (rural mountainous) area of Ichinoseki. The shop features clothing and accessories made by Kyoya Dyeing, along with folk crafts and traditional items mainly from the Tohoku region. There is also a café space and an exhibition area. Visitors can experience indigo dyeing, so feel free to contact them for more information.

Entry

All year round. ※Factory tours are available on weekdays only.

Terms

- Rate : Free tour Activity:JPY2500.
- Available : 30 persons
- Duration : 30~90min ※adjustable

Remarks

Japanese only. Closed: Tue and Wed.
Business hour:"En.nichi" 10am~17pm

Schedule

-	-	【1 st day】 Convention or seminar in Sendai
9:00	- 10:30	【Last day】 By car about 90km from Sendai
10:30	- 11:30	Site Tour 50min
12:00	- 13:00	Lunch at downtown Ichinoseki city
13:00	- 15:00	Visit nearby facilities.
15:00	-	Return to Sendai

Contact

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Technical Visit