

## Atelier Shop SHAQUDA now open

Mizuho Brush Co., Ltd. opened the new atelier shop “SHAQUDA” in Kumano town, Hiroshima prefecture in September, 2023.

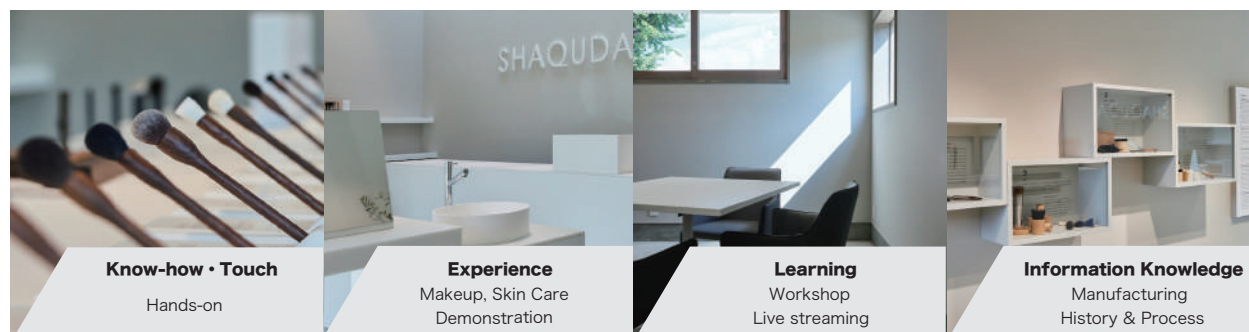


SHAQUDA, an innovative brush born from the fusion of traditional Kumano craftsmanship and modern design, was established by Mizuho Brush in 2015. Exclusively hand-finished brush tips and a design both simple and soft. Experience the graceful poise and decorative look of SHAQUDA as it soothes the skin and inspires the mind. SHAQUDA is seeking to provide not only an instrument for pursuing beauty, but also unique brushes that simulates people’s senses and enrich their minds and lives.

SHAQUDA products are now sold in over 18 countries around the world including China, Europe and the U.S., through our official online boutique, major department stores, both overseas and in Japan.

Our newly opened atelier shop “SHAQUDA” has been renovated from a 120m<sup>2</sup> warehouse in the Mizuho Brush complex. In the shop zone, brush concierges of SHAQUDA will provide customer service, offer make-up and skin care experiences, and provide personalized guidance in brush engraving and delivery services for purchasers. In the studio zone, there will be exhibits on the history and process of Kumano brush manufacturing, workshops, and special events that will be held periodically both in shop and online.

### [ATELIER SHOP CONTENTS]



SHAQUDA atelier shop provides people who visit Hiroshima with a place where they can relax, touch and experience our products, deepen their understanding of the unique worldview of the SHAQUDA brand and the cultural aspects of the Kumano brush.

The goal of the new atelier shop “SHAQUDA” is to provide an unprecedented new venue and value between brush makers and users, both in real time and online.

### SHOP INFORMATION

Name of facility : SHAQUDA

Hours : 10:00 to 17:00, Tuesday to Saturday (Scheduled)

Closed : Sunday, Monday and National holidays (Other store designated dates/ Schedules)

Address : 2-7-35 Hagiwara, Kumano town, Aki-gun, Hiroshima

Contact : +81 82 854 1137, admin@mizuho-brush.com (Sales Division, Mizuho Brush Co., Ltd.)