

Reference material for majotae T-shirt

Overview of the T-shirt

Concept: comfort × sustainable

A T-shirt that offers comfort via its raw material and creates new sustainability

There is a strong image of flax as being a summer material, but it can be worn comfortably all year around regardless of season and climate due to its value over the passage of time, and various functions of hemp such as being rapid drying, heat retaining, moisture absorbing, etc.,.

It is available in four different sizes, for different styles of wear. Select from them according to your taste and situation.



Size image: size 0



Size image: size 3



The symbolic logo of majotae is hand embroidered on the back.



Recycled paper and Japanese "washi" paper that uses hemp fibers are used in the packaging materials

Price: 19,800 yen (Tax included. Shipping not included)

Sizes: available in four sizes 0 (M), 1 (L), 2 (2XL), 3 (4XL)

Quantity for sale: limited initial quantity

Point of sale: Majotae brand site (<https://www.majotae.com/en/products>)

"majotae," a fabric brand from Japan

The "majotae" brand revives hemp cloth, which had been an essential part of Japanese life, for the present day.



Old fabric made of hemp cloth: Edo period kimono

A superfine thread is used in this hemp cloth that even now retains its tension

During the Edo era, it was said that if you want soft fabric, there is nothing better than hemp cloth

(Bankinsugiwaibukuro: reference 1732)

The Japanese and hemp

Hemp cloth had been an essential part of Japanese life since ancient times. That history is old, estimated at around 10,000 years ago. A hemp rope was unearthed at the ruins of a village mentioned in a Jomon-period book of the Creation. Since ancient times, hemp cloth has been regarded as a sacred fiber and used in bell straps and symbolic ropes at Shinto shrines. It has a deep connection with Japanese people, who have used it in various clothing and daily goods as a material ideally suited to the richly variable climate and natural features of Japan.

Commitment to old hemp cloth

Compared with other flax raw materials, hemp fibers were regarded as not suitable to spinning. By thoroughly researching the production process of hemp cloth, "majotae" has been able to recreate the suppleness and softness of old hemp cloth hand-woven and hand-spun in the Edo period (when fibers were joined by twisting them together to make long threads).

Commitment to thread making

In order to make the most of the soft touch of hemp fibers, "majotae" carries out dry spinning. The use of dry spinning creates lots of fluff on the surface of the threads and achieves an airy finish.

Commitment to the manufacturing processes of the cloth

During the Edo era, by repeatedly soaking hemp cloth in lye, pounding it in a mortar and exposing it to the sun, the husks and other woody impurities, as well as components that harden fiber cells, were removed and the more it was bleached, the softer and more supple it became as it took on a shiny, white luster. In order to faithfully recreate the effect of bleaching in sunlight, "majotae" has reinterpreted the various processes previously performed by hand after weaving the fabric, and by switching them to suitable machine procedures, it creates a finish that reveals hemp cloth's soft texture.

Commitment to sustainability

"majotae" pursues a new concept of sustainability by utilizing the characteristics of hemp as an ecological material that can be grown without placing a heavy burden on the global environment.

We will transform the existing concept of sustainability—that we must make continued sacrifice for the sake of ecology.

Sustainability that feels comfortable when it is worn and doesn't need to be overly conscious. The more you wash it, the more the touch of it improves through the value of the passage of time. Minimal need for water, and no need for agricultural chemicals.

Compared with other natural fibers, the wearing of plants with extremely low environmental impact is sustainability in itself, and different to the recycle, repair and reuse that we have carried out until now. It creates a totally new notion of sustainability.