

DAYWEEKLY
MAGAZINE

FREE

Tokyo2020 ALLURES

— SEPTEMBER 2019 —

U.S. Olympian
Sandi Morris Aims
High for Tokyo2020

Beige Alain Ducasse:
Tokyo's Cuisine
Raffinée

Cedros
A California-style
bistro in Tokyo

BLOOMING NAKANISHI & COMPANY
Classics the Small Luxury

www.dayweekly.com

ISSN 2688-5069







CLASSICS the Small Luxury

Sophistication Folded into a Piece of Cloth

Article by Johnny & White

CLASSICS the Small Luxury is a specialty brand of BLOOMING NAKANISHI & COMPANY that has a rich history dating back to almost one and a half-century in the past. It was founded in 1879, released its first advertisement in 1897, suffered from The Great Kanto Earthquake and made a

strong comeback in 1927, and reenacted the same story of hardship and closedown followed soon by rebuilding. Today, the brand is going stronger than ever and has multiple boutique stores across Japan, an online shop dedicated to its products.



Now, you may be wondering what the brand's specialty is and thinking about how exclusive their product would be. You are right in thinking so; a company older than Mercedes-Benz, Cadillac, or Fiat has had a lot of time and resources put into perfecting their craft, and this one is no different.

Handkerchief

You got that right! We are talking about CSL (CLASSICS the Small Luxury)

Handkerchiefs – the specialty brand of BLOOMING NAKANISHI & COMPANY – over a century of experience put into a small piece of cloth. However, to the brand, these handkerchiefs are more than just a tiny bit of fabric; they are class, sophistication, luxury, and elegance all folded into a small but essential thing. They are choice materials that are carefully selected and designed to suit the four seasons of Japan. They are presentations of the art of the traditional Japanese craft.



Materials

When you buy a CSL handkerchief, you are not only getting a classic luxury piece but also an everyday need that is made out of the finest materials. Each of CSL's products has first-class materials chosen for practicality. The brand uses only the best linen, Sea Island cotton, master seed cotton, and Indian hand-spun cotton to give you that soft, exclusive, durable, and elegant product.

Designs and Craftsmanship

To give beautiful looks to their handkerchiefs, CSL uses a variety of unique designs and the finest craftsmanship in the art of embroidery. Each item in their product



You can also shop at the online boutiques <https://classics-the-small-luxury.com>.
BLOOMING NAKANISHI & COMPANY <https://www.blooming.co.jp>.

lines featuring Swato embroidery and Vietnamese artisanal handicraft is one of a kind, literally. every CSL handkerchief you have is unique.

For those with affinity to their own designs or customization needs, you can place your personalized orders. Whether you want your lucky motifs, initials, or a message embroidered on your handkerchief, you can expect CSL to exceed your expectations on every piece.

Products

The company boasts of a wide range of products from race handkerchiefs and pocket squares to special packs and gifts of all shapes, sizes, and designs. If you need a handkerchief of any kind, CSL likely has one for you.

Where to get your CLASSICS the Small Luxury Handkerchief

You may not necessarily use a handkerchief as Othello used it to proclaim his love and fidelity for Desdemona. Still, it's a piece of an everyday item without which the well-dressed you are incomplete. To let everyone know that you are classy to the smallest detail, get a CSL handkerchief. You can get a CSL handkerchief from the CSL Store at Roppongi Hills, Ningyocho Nihonbashi, Marunouchi, Tokyo or Kobe.

CLASSICS the Small Luxury - New Store Opening (Coredo Muromachi Terrace)

Article by Johnny & White



(CLASSICS the Small Luxury) CSL will soon have five handkerchief specialty stores with the addition of a new one. The brand is all set to open a new store on the Coredo Muromachi Terrace on September 27, 2019. CSL is, as always, far from taking the event lightly, and to commemorate the opening, it has come up with an exciting line-up of limited-edition handkerchiefs. The products will showcase the superior Japanese craft of weaving and draw a lot from traditional Japanese culture as the themes. A new line of products named “Rouge Chief” – a remake of the classic vivid-red handkerchief fashionable in the 19th-century France will also be available to mark the event.

