



Nakagawa opens first European pop-up store in Shoreditch, London this September

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Press Release: September 2025



*Image above: products available in-store*

After more than three centuries of preserving Japan's finest craft traditions and collaborating with over **800 artisans** nationwide, Nakagawa will open its first outpost in London's vibrant Shoreditch design district from **9 September 2025 to July 2026**.

This new lifestyle store marks Nakagawa's most significant international expansion to date, introducing authentic Japanese *kogei* - heritage crafts - to European audiences seeking meaningful, sustainable alternatives to mass-produced goods.

### **A legacy of craft, reimagined for today**

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Nakagawa's story began in 1716, when founder Nakaya Kihei established a merchant business in Nara, specialising in *Nara-Sarashi*, a finely woven ramie cloth once favoured by samurai, Japan's elite warriors. Over generations, Nakagawa has evolved with the times while remaining true to the spirit of craftsmanship. Today, the company works with an extensive network of artisans across Japan from ceramicists in Shigaraki to metalworkers in Takaoka creating contemporary essentials rooted in centuries of tradition.



*Image above: Japanese craftsmanship*

With more than 60 directly managed stores across Japan, Nakagawa is widely recognised domestically and has expanded internationally through pop-ups in Taipei, Shanghai, Beijing, and Seoul. The Shoreditch pop-up store will be its first retail presence in Europe.

Nakagawa's philosophy "preservation through transformation" emphasises sustainability and longevity. Each product is designed to age gracefully with use, encouraging a slower, more mindful approach to everyday living. By bringing centuries-old skills into the present, Nakagawa aims to show how traditional craft can enrich modern life.

*"Nakagawa has always believed that true craftsmanship connects people across generations and cultures. Bringing our first pop-up to Shoreditch is a milestone moment, and we are excited to share the spirit of Japanese koei with the London community. Through our products and workshops, we hope visitors will experience how tradition and modern life can come together to inspire more sustainable and meaningful ways of living,"* **said Tomoya Yasuda, Nakagawa**



*Image above: Vibrant Hana Fukin Collection (Dishcloths) £9.10 and Oigen Casting Nambu Iron Kettle - Shinonome Arare 1L (IH Compatible) £203.10*

## What to expect at the London pop-up

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The Shoreditch pop-up shop will showcase around 500 items spanning textiles, ceramics, kitchenware, home accessories, and clothing. Highlights include the award-winning *Hana-Fukin* dishcloths, originally derived from mosquito net fabric and reimagined for modern kitchens as lightweight, quick-drying, highly absorbent cloths.



*Image above: products available in-store*

Exclusively for London, Nakagawa has created two limited-edition *Hana-Fukin* designs inspired by the lively Columbia Road Flower Market. These pieces reflect Nara's time-honoured *kaya-ori* weaving tradition while celebrating East London's iconic weekend ritual.

Beyond retail, visitors will be able to experience *Kogei* first-hand through workshops in tea ceremony, *kintsugi* (golden repair), and traditional ice shaving. These cultural encounters offer deeper insight into the philosophies of Japanese craftsmanship and living.

### Design inspired by East London heritage

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The store interior takes cues from the Victorian circular bandstand in nearby Boundary Garden, a symbol of community and cultural gathering. Designed and fabricated by London-based studio **Jones Neville**, the space incorporates locally sourced London native sycamore, creating a thoughtful dialogue between Japanese craft traditions and British material heritage. The in-store graphic design is by **A Practice for Everyday Life**.

Nakagawa will also participate in the **London Design Festival (13–21 September 2025)**, reinforcing its cultural exchange with the UK design community.

Ends

### Key information

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Nakagawa London pop-up store

**Open:** 9 September 2025 – July 2026

**Location:** 16c Calvert Avenue, Shoreditch, London E2 7JP

**Opening hours:** Tuesday–Saturday 11:00–18:00, Sunday 11:00–17:00

**Items:** Approx. 500 items including homeware, ceramics, clothing, and kitchenware

**Space Design & Fabrication:** Jones Neville

**Website:** <https://nakagawa1716.com> | **Instagram:** [@nakagawa1716\\_global](https://www.instagram.com/nakagawa1716_global)

## Notes to editor

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### About Nakagawa Masashichi Shoten Co., Ltd.

Founded in 1716 in Nara, Japan, Nakagawa Masashichi Shoten began as a merchant of *Nara-Sarashi* ramie cloth and has grown into one of Japan's leading heritage craft companies. Today, it collaborates with over 800 artisans across ceramics, textiles, metalwork, woodcraft, and lacquerware, operating more than 60 directly managed stores in Japan and expanding internationally through pop-ups across Asia. Signature products include the award-winning *Hana-Fukin* dishcloths and *Kaya-ori Fukin*, alongside a wide range of contemporary home and lifestyle goods. Guided by the philosophy of “preservation through transformation,” Nakagawa is committed to sustaining traditional crafts by adapting them for modern life with a focus on sustainability, longevity, and mindful living.

### About Jones Neville

Jones Neville's design of Nakagawa's new Calvert Avenue store aims to combine aspects of both Japan and London to make their first outpost outside of Asia a more local endeavour. The layout of the store takes the folded and stitched pattern of Nakagawa's famous Hana Fukin cloths and overlays this with the octagonal geometry of the Arnold Circus bandstand at the end of the road to organise the space. The materiality nods to traditional Japanese interiors, but interprets them with UK grown pale sycamore timber joinery, book cover cloth panels and cork tile grid floor.

### Press enquiries

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