

MUSASHI JAPAN Surpasses 100,000 Cumulative Orders

Cumulative orders across the brand's Shopify-based ecommerce site and physical stores exceed 100,000.

TOKYO, JAPAN, August 7, 2026 /EINPresswire.com/ -- TAIMATSU Inc. (headquarters: Chuo-ku, Tokyo; Representative Director: Wang Weihai; hereinafter "TAIMATSU"), the company behind the Japanese kitchen knife brand MUSASHI JAPAN, announced that cumulative orders for MUSASHI JAPAN across its ecommerce site and physical stores surpassed 100,000.

MUSASHI JAPAN's Japanese kitchen knives have been supported by customers in Japan and overseas. The milestone was reached within five years of the brand's launch, following continued efforts to expand the product lineup and improve the customer experience.

MUSASHI JAPAN's Growth Since Brand Launch

MUSASHI JAPAN was launched in 2020 and has attracted support from cooking enthusiasts and professional chefs. Although TAIMATSU Inc. was established in November 2023, the brand's activities began before the company's establishment and have continued to develop since then.

As of 2025, cumulative orders for the brand exceeded 100,000. TAIMATSU views this milestone as the result of the brand's history, product quality, and continued customer trust.



Shopify 100,000 orders award



MUSASHI JAPAN knife display

Focus on Craftsmanship and Customer Experience

MUSASHI JAPAN's Japanese kitchen knives are made with attention to detail by skilled artisans. The knives are designed to offer sharpness, durability, and comfortable handling for daily use.

Customer feedback has included comments such as “a work of art,” “the handmade quality makes a difference,” “the cutting feel is extremely smooth,” and “our new go-to knife.” Repeat customers have also contributed to the brand’s continued growth and trust.



MUSASHI Japanese knife in use

TAIMATSU will continue to pursue craftsmanship and product quality while introducing the appeal of Japanese kitchen knives to customers in Japan and overseas. The company also plans to develop new products and services to provide value to a wider range of customers.

TAIMATSU Inc. Company Overview

Established: November 2023

Representative Director: Wang Weihan

Location: Harumi Island Triton Square Office Tower X, 22F, 1-8-10 Harumi, Chuo-ku, Tokyo, Japan

Website: [TAIMATSU Inc. Corporate Website](#)

TAIMATSU Inc. works to reinterpret Japanese traditional crafts for global audiences. With team members from diverse backgrounds around the world, the company explores the possibilities of traditional craftsmanship through an international and contemporary perspective.

Its businesses include Japanese kitchen knives, sake, fragrance, cultural experiences, and restaurant operations, presenting Japanese craft and culture through products and services for global markets.

Operating Brands

[MUSASHI JAPAN Japanese Kitchen Knife Business](#)

[YOKAI JAPAN Sake and Fragrance Business](#)

FUJI JAPAN Traditional Culture Experience Business

ITTO Restaurant Business

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