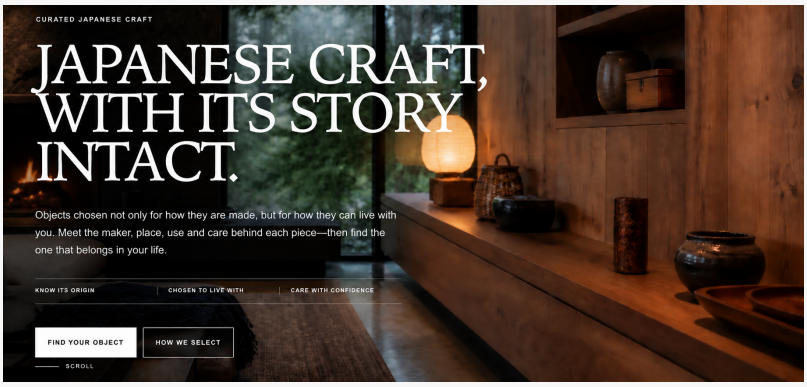
BRAND JAPAN Launches U.S. Online Store for Authentic Japanese Crafts

A curated collection connects U.S. consumers with Japanese artisans, regional traditions, and the stories behind each handcrafted object.



BRAND JAPAN's U.S. online store showcases a curated collection of authentic Japanese crafts from across Japan.

TOKYO, JAPAN, September 14, 2026 /EINPresswire.com/ -- BRAND JAPAN Co., Ltd. today announced the launch of its U.S.-focused online store, offering a curated collection of authentic Japanese crafts to customers across the United States.

Built around the concept “Japanese Craft, With Its Story Intact,” the online store introduces not only the objects themselves, but also the makers, places, materials, techniques, use and care behind each piece.

The new e-commerce platform introduces a curated collection of handcrafted products that reflect Japan's regional materials, techniques, and design traditions. The collection includes Japanese stonework, Edo Kiriko cut glass, Edo woodblock prints, lacquerware, textiles, leather goods, and other artisan-made products selected from across Japan.

> We want to make Japanese craftsmanship more accessible to people around the world while keeping the stories of its makers, regions, and traditions intact.”
>
> *Takuma Ikubo, Founder & CEO, BRAND JAPAN Co., Ltd.*

Many traditional Japanese crafts are created through specialized techniques that have been passed down through generations. Yet for consumers outside Japan, discovering these products, understanding their origins, and purchasing them internationally can still be difficult. BRAND JAPAN was created to help bridge that gap.

The company works with Japanese craftspeople and producers while managing the e-commerce process for overseas customers, including product presentation, international sales, packaging, shipping, and customer support.

“Japan has extraordinary craftsmanship that is still largely unknown outside the country,” said Takuma Ikubo, President of BRAND JAPAN Co., Ltd. “Our goal is to create a bridge between Japanese artisans and people around the world who value craftsmanship, materials, and the stories behind the objects they own.”

The U.S. online store is designed not simply as a catalog of Japanese products, but as a place where customers can discover the people, regions, materials, and techniques behind them.

Products range from objects for everyday living and interior spaces to decorative art and accessories, combining traditional Japanese craftsmanship with contemporary lifestyles.

The United States represents the first major overseas market for BRAND JAPAN as the company develops its international e-commerce operations.

Discover Japanese craft, with its story intact.
Explore the collection at: https://www.brand-japan.store/

□About BRAND JAPAN□
BRAND JAPAN Co., Ltd. is a Tokyo-based company supporting the international distribution of Japanese traditional crafts. The company works with artisans and craft producers to introduce authentic Japanese craftsmanship to customers overseas through e-commerce, digital storytelling, international logistics, and cross-border sales.

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