

Using the Sugomono Database Website



Pamphlet

Look through this pamphlet to find out more about Ehime's outstanding Sugomono products and associated traditions.



Computer/Smartphone

Check out the Ehime Hyakkasen and Ehime Hyakkaten websites and social media accounts to learn about the very latest additions to the Sugomono and Sugoaji lineups.



Contact Us

Be sure to get in touch the products that interest you. The more you discover, the more you will feel the love of Ehime!

Discover Outstanding Ehime Products



愛媛百貨選

Read about outstanding local food products, like red seabream and citrus fruits, in the Sugoaji series, and non-food products, like Imabari towels, Tobe-yaki pottery, pearls, and mizuhiki decorative paper cords, in the Sugomono series.

<https://chime-hyakka.com/>

Purchase Outstanding Ehime Products



Browse a wide selection of specialties from Ehime, including featured Sugoaji and Sugomono products, on a convenient, and simple website.

<https://event.rakuten.co.jp/area/ehime/product/>

Outstanding Ehime Products on Social Media

Follow us on social media as well!!

Follow our social media accounts for information on products, updates from the Ehime Promotion Headquarters, and more.

We hope to spread the love and increase sales for Sugomono and other local specialties.



Instagram
@ehime_eigyohonbu



Facebook
@ehime.sales

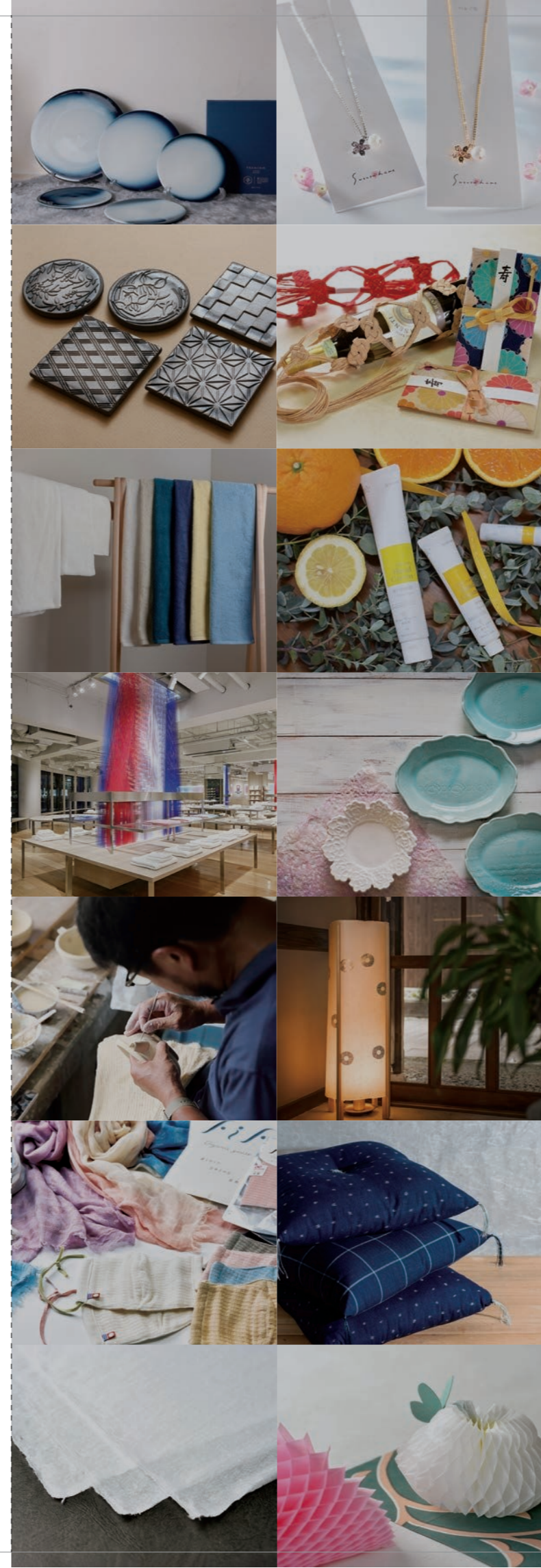


Inquiries Regarding Website & Listed Businesses

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Ehime Prefecture is home to a wide variety of traditional local products nurtured by the rich nature and culture. Its name originates from the early Japanese chronicle of myths called the Kojiki ("Record of Ancient Matters"), which depicts the creation of Japan. Ehime certifies many of its local specialties, along with products that incorporate fresh, new ideas while drawing on tradition, as outstanding "Sugomono" products and showcases them in online databases.



Discover Outstanding Ehime Specialties

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愛媛百貨

EHIME HYAKKA



Ehime's Outstanding "Sugomono" Products



Glistening drops of brilliance — New locally driven ways to love pearls

The Uwa Sea, with its calm waves and deep inlet coastline, has been one of the top regions in Japan for pearl since farming in that area began in 1907. The secret to the special beauty of these pearls is that they are grown from Akoya pearl oysters. Rare even in Japan, this process — referred to as the Ehime Method — has Akoya pearl oyster farmers and pearl producers meet frequently to discuss ways to produce high-quality pearls. In Uwajima City, a movement called "Pearl Biz" is being promoted with the aim to make pearls a more familiar part of daily life. A wide range of accessories are available for casual and fancier occasions alike.



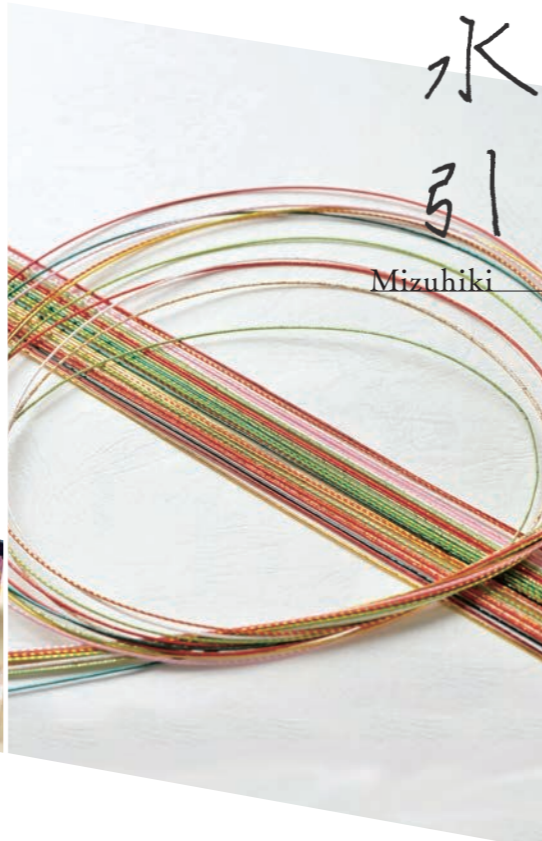
video
愛媛百貨【Pearls】
EHIME HYAKKA

Decorative paper cords dating back to the Heian Period — Bold and beautiful colors for everyday life

Mizuhiki are produced mainly in the city of Shikokuchūō, where the local paper industry is thriving. The decorative cords are made from washi paper that is twisted into strings, which then have mizunori paste applied to them and dried. They are thought to have been derived from motoyui, paper cords used in the Heian Period (794–1185) for hair-tying. The nature surrounding Shikokuchuo is one reason why it's the perfect location for mizuhiki production. The Japanese kōzo mulberry and mitsumata bush — both important raw materials for making washi paper — can be harvested in the local Hōō Mountains and an abundant water supply can be drawn from the Dōzan-gawa River. Nowadays, the cords are crafted into a diverse range of products: traditional engagement gifts, accessories including brooches and hair ornaments, interior decorations suitable for Western-style spaces, and more.



video
愛媛百貨【Mizuhiki】
EHIME HYAKKA



Mizuhiki



Tobe-yaki

Designated as a traditional craft of Japan — Beautiful masterpieces for everyday use

Tobe-yaki — bowls, plates, and other pottery made of white porcelain dyed with indigo pigments, and decorated with intricate designs and patterns. It was first mentioned in the Ōzu Hiroku ("Secret Records of Ōzu") collection from 1740. Made mainly in Tobe-chō, a town known for its high-quality Iyo-to (Iyo whetstones), the pottery was discovered in the post-war period by members of the Mingei (folk art) movement, including figures such as Yanagi Muneyoshi and Bernard Howell Leach. Nowadays, the town is home to over 100 kilns where highly skilled artisans, from traditional masters to talented newcomers, apply the amazing techniques they have developed. Traditional Tobe-yaki pottery is characterized by its simple, clean lines that embody "everyday beauty," but new designs incorporating more colors are also garnering attention.



video
愛媛百貨【Tobe-yaki】
EHIME HYAKKA

World-famous softness and absorbency — The finest of Japan-made quality

The history of Imabari towel production dates back to the Meiji period (1868–1912), and started out as a way for the local cotton industry to make use of the Iyo cotton that had been flourishing since the Edo period (1603–1868). Each step of the production process uses pure water from the Sōja-gawa River that flows through Imabari City. This soft water, which is perfect for towel-making, is part of what gives the towels their soft, fluffy textures and vibrant colors. Only towels that meet strict quality standards will be labeled with a special Imabari Towel tag. The towels now also feature trendy brands and enjoy considerable popularity outside Japan as well, having firmly established their reputation as towels of the finest quality.



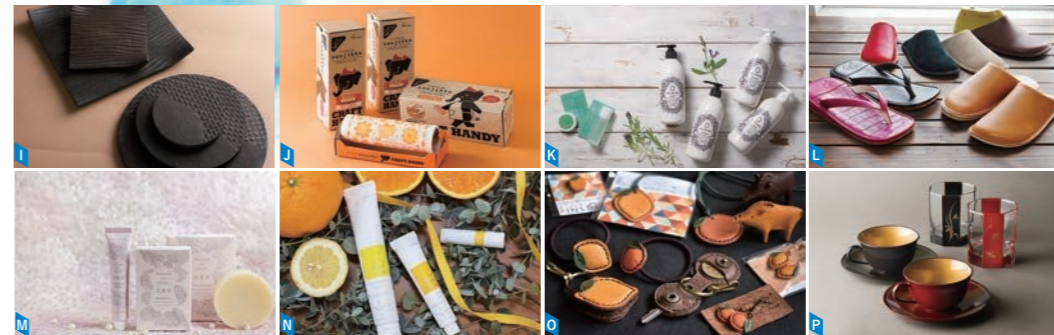
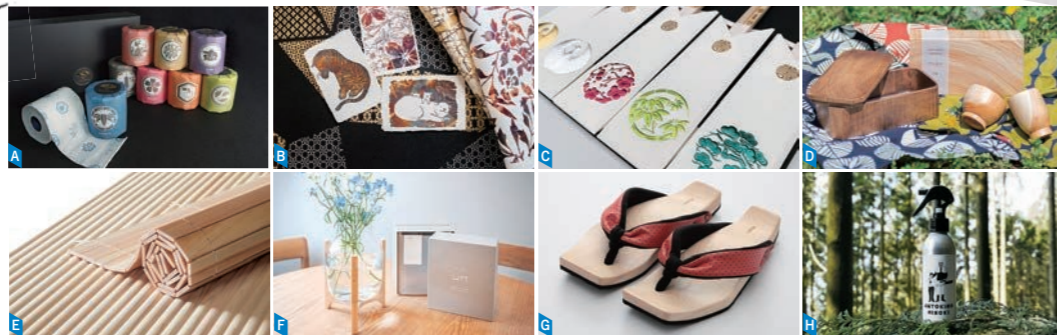
Imabari Towels

video
愛媛百貨【Imabari towels】
EHIME HYAKKA



Others

- A_ Japan Feeling gift set
- B_ Gold foil Japanese washi paper
- C_ Lucky chopstick sleeves
- D_ MUKU wooden tableware series
- E_ Pure hinoki wood bathtub cover roll & rug
- F_ Palm wood vase stand
- G_ JUSTIt wooden sandals
- H_ ANTOKINO HINOKI Japanese cypress deodorizer



- I_ Gazen tableware
- J_ CRAFT HANDY Miracle Kuru "soujikko" roller
- K_ SILMORE® (shampoo, treatment, body soap, body cream) & EHIME KINUYA (lotion, hand cream)
- L_ Reela Supreme Room Sabot (leather slippers) & Yamato Tokorotani HM1504 Japanese-style sandals
- M_ Hana Shinju skin care soap NF & hand cream ai
- N_ Hime-Kagura® series (lip balms, hand creams, & essential oils)
- O_ o-mi-kan leather craftwork
- P_ Uchikin teacups & Hana Crystal glasses