

# KARIMOKU CASE



KEIJI ASHIZAWA DESIGN  
MARIHA SALON

PRESS RELEASE DECEMBER 2024

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*KARIMOKU CASE HAS COLLABORATED WITH  
KEIJI ASHIZAWA DESIGN TO CREATE THE  
SECOND SHOWROOM AND OFFICE IN TOKYO  
FOR THE KNOWN JEWELLERY AND FASHION  
BRAND MARIHA, FEATURING BESPOKE  
FURNITURE IN AN ELEGANT, PRIVATE  
SETTING.*

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Karimoku Case introduces MARIHA Salon, located in the heart of Tokyo and designed by Keiji Ashizawa Design. The project marks the second showroom and office design by Japanese architect Keiji Ashizawa for MARIHA, a brand renowned for its jewellery and fashion collections. Building on the success of the first office—also designed within the same building—the new space refines and elevates the original tone while introducing the intimate warmth of a private salon.

furnishings. MARIHA Salon features a wide range of furniture items from Japanese lifestyle-brand Karimoku Case, with designs by Danish architecture and design studio Norm Architects, Keiji Ashizawa Design as well as Norman Foster that are part of the Karimoku Case collection. Seamlessly blending into the aesthetic universe of the MARIHA collections, the selected designs exemplify Karimoku Case's aesthetic principles of serene beauty, material richness and timeless appeal.

The minimalist interior is characterized by the use of subtle colours and oak





The brief for the MARIHA Salon was to design a space that functions both as a showroom and an office, while evoking the warmth of a home where honored guests feel welcome.

In this simple space, a large standalone plaster wall was used as a key element to create a natural flow and circulation. At the entrance, guests are welcomed into an intimate, compact area accompanied by the MARIHA's signage, subtly building anticipation for the space beyond. In the living room area, a spacious lounge designed to showcase art, offering guests the feeling of being specially invited.

Bespoke fixtures and display shelving spanning an entire wall in the showroom were designed exclusively for the project and crafted by Karimoku Furniture, Japan's leading wooden furniture manufacturer. To express the brand of MARIHA, interior stylist Yumi Nakata has worked on the arrangement of items on the jewellery cases and display shelves, perfectly framing MARIHA's jewellery and reflecting the brand's refined identity.

Amongst the items from the Karimoku Case collection that are included in the MARIHA Salon are the new A-S02 | Sofa or the A-DC03 | Dining Chair

designed by Keiji Ashizawa Design, the comfortable N-SW01 | Swivel Chair by Norm Architects, or the NF-DT01 | Dining Table by Norman Foster.



*“As with the first office and the Omotesando flagship store, the space features key materials of oak wood and the brand’s signature gold accents. We partnered with Karimoku Case to curate a selection of upholstered furniture, including prototypes that are yet to be commercialized. Bespoke display shelves and fixtures were also created exclusively for this space.”*

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KEIJI ASHIZAWA









## KEIJI ASHIZAWA DESIGN

Keiji Ashizawa Design is an architectural and product design studio based in Tokyo, Japan. Formed in 2005 by Keiji Ashizawa, following 10 years' working experience in both architecture and steel fabrication, the studio is comprised of both architects and designers, each bringing unique skills to the team. Through logical thinking and openmindedness, the studio presents works of "honest" design: simple yet refined, thoughtful and of a light manner—and derived naturally through the process of maximising the potential of each material and its functions.

## KARIMOKU FURNITURE

The origins of Karimoku Furniture date back to 1940, when Shohei Kato took over a longstanding timber company and established a small woodworking shop in the town of Kariya, Aichi. The company produced various wooden parts in the ensuing decades, developing a range of techniques before launching its own line of wooden furniture in the 1960s. Building upon the concept of manufacturing high-tech and high-touch products, the company established bases in timber production areas and soon developed into one of Japan's leading manufacturers of wooden furniture.

## KARIMOKU CASE

Launched in May 2019 at 3daysofdesign in Copenhagen, Karimoku Case is a contemporary lifestyle brand developed by Japan's largest wooden furniture manufacturer, Karimoku Furniture, in collaboration with architecture and design studios Norm Architects and Keiji Ashizawa Design. Born out of admiration and love for serene beauty, material richness and timeless appeal, the collection is brought to life by internationally renowned architects through individual cases, and the story of each collection is told through its native setting.

## MARIHA

MARIHA aims to create timeless designs that can be worn every day, while celebrating your individuality. Based on the ancient Japanese theme of "Flowers, Birds, Wind and Moon", MARIHA carefully selects each material and silhouette to create minimalist and delicate styles. Marie Weston, a Paris-based designer who works internationally, is inspired by the scenes she encounters on her travels. Her designs have story-like names filled with positive messages and beautifully accentuate the wearer's charm, creating moments that lighten the spirit.

PHOTO CREDIT

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