

Cool Japan Fund Inc.  
Tokyo, September 15, 2020

## **Investment in a High-End Furniture and Lifestyle Products Brand Leveraging Japanese Technique, Designs and Materials**

Cool Japan Fund (CJF) has invested up to 36.2 million USD (roughly 4 billion yen) for shares in Stellarworks International Co., Ltd. (Stellar Works), a company based in Shanghai that produces furniture and lifestyle products which leverage Japanese materials and production techniques. Stellar Works's diverse collections feature in luxury hotels, restaurants, offices, and private homes around the world.

Stellar Works was incorporated in 2008 by Yuichiro Hori, and its original brand - "Stellar Works" - was launched in 2012. Stellar Works is globally recognised for its sophisticated design aesthetic and its partnerships with world-renowned designers including "Neri&Hu" - an architectural design firm based in both Shanghai and London - who are also the creative directors of the brand. Other designers that Stellar Works has collaborated with include "Yabu Pushelberg" - an international design firm based in New York and Toronto - and "nendo" - a Japanese design firm headed up by Oki Sato. In addition to offering attractive designs, Stellar Works also offers sophisticated production techniques to their customers. Their factory - a joint venture with French luxury furniture manufacturer "Laval" ensures that the quality of products is strictly controlled by highly skilled Japanese engineers. Stellar Works has established an extensive network with high-end clients including luxury hotels from around the world- such as The Ritz-Carlton, The St. Regis, Shangri-La, The Peninsula, Four Seasons, Park Hyatt, and Rosewood. Stellar Works products can be found in premium hospitality outlets in locations such as Europe, the United States, Japan, Australia, New Zealand, and China, the Middle East as well as rest of Asia.

Stellar Works is dedicated to working with traditional Japanese materials and crafts manufacturers. In 2012, Stellar Works cooperated with Hosoo – a long-established Nishijin brocade manufacturer – to create Japanese hand-made furniture. Since then, Stellar Works has proactively brought in Japanese materials to their collections such as Aizome (indigo dye) leather and Tochigi leather for their elegantly designed furniture. The company produces Aritayaki ceramics in collaboration with Saga prefecture and is aiming to further expand its collections of lifestyle products such as lighting and tableware.

With this investment, CJF expects that Stellar Works will strengthen its collaborations with Japanese designers, as well as the manufacturers of Japanese materials, traditional crafts, and lifestyle products. Stellar Works will be a platform for the continuous global sales of Japanese materials and products by leveraging Stellar Works's brand power and global sales network.

### **About Stellarworks International Co., Ltd.**

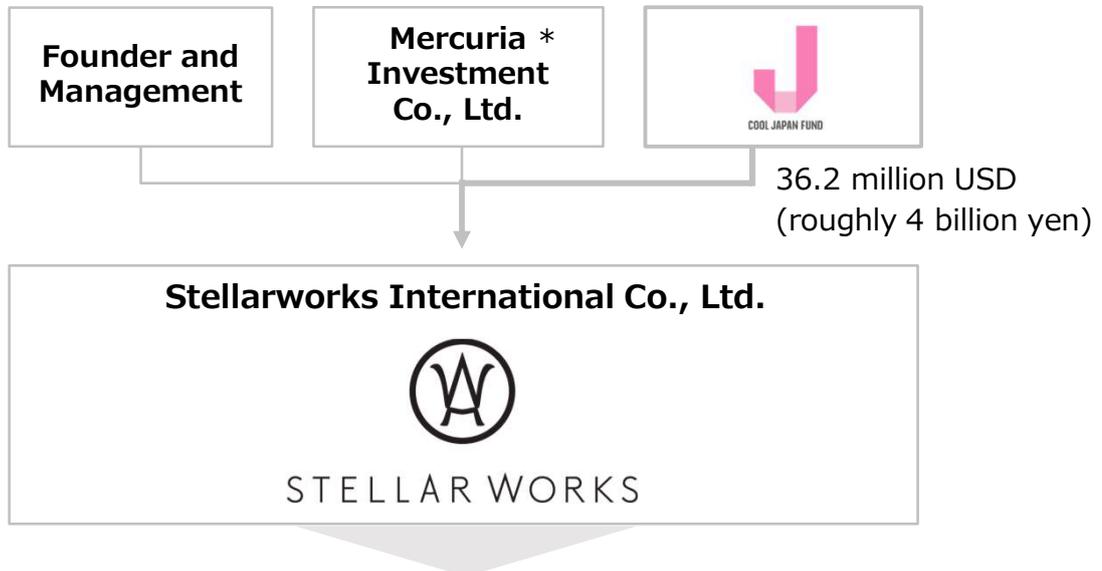
Founded : February 2008  
Locations : Shanghai, London, New York, Tokyo  
(\*The entity is registered in the British Virgin Islands, however their functional headquarters is in Shanghai.)  
CEO : Yuichiro Hori  
Business Details : Production and sales of high-end furniture and lifestyle products, brand management  
Homepage : <https://www.stellarworks.com/>

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### Project Scheme



### The Continuous Global Sales of Japanese Materials and Products to High-End Clients around the World

\* Investment from "ADC Fund 2013 L.P." which Mercuria Investment manages

### Characteristics of Stellar Works

#### ① Partnerships with world-renowned architectural designers, interior designers and product designers



▲ **Neri&Hu**  
Established: 2004  
Founding Partners:  
Lyndon Neri, Rossana Hu



▲ **Yabu Pushelberg**  
Established: 1980  
Founding Partners:  
George Yabu, Glenn Pushelberg



▲ **nendo**  
Established: 2002  
CEO: Oki Sato

#### ② Factory overseen by highly-skilled Japanese engineers



Within Stellar Works's Shanghai factory, Japanese quality management is fused with French techniques and brought to life by impressive Chinese production resources and artisan craftspeople.

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### Characteristics of Stellar Works

#### ③ Dedicated to working with traditional Japanese materials and crafts. Aiming to further expand its collections of lifestyle products including lighting and tableware

▼ Collection made in collaboration with Kyoto's long-established Nishijin brocade manufacturer, Hosoo



▼ Collection in collaboration with Aizome (indigo dye) leather



▼ Collection in collaboration with Tochigi leather



▼ "Kyoto Lamp," a collection in collaboration with Kyoto washi paper



▼ "Arita," a collection in collaboration with Aritayaki ceramics

