OMOIDE



### Introduction.

このPDFは、Kappoというレターブランドの原点となる資料です。 愛はいつまでも。これが私たちの哲学です。答えはいつでも私たちの中にあり、季節、時間、出会いと別れ、気分によって、日々姿を変えているのだと思います。人それぞれが常に自問し、自分との対話の中で丁寧に紡ぎ、形成されていくもの。この忙しい文明社会に生きる私にとって、実家へ帰省できなかったり、恋人と会う時間がなかったり、ましてや自分と向き合う時間も取れないことはざらにあります。過ぎ去っていくこの一瞬、誰かと心を通わすことの大切さが身に染みます。私にとって、そしてこのPDFを読むあなたにとって、原点を振り返り、大切な何かに気づくきっかけになれば幸いです。

This PDF is the starting document for the letter brand Kappo. Love is forever. This is our philosophy and our dictionary. The answer is always within us, changing its shape day by day, depending on the seasons, time, encounters and partings, and our moods. Each person always asks himself or herself the question, and carefully weaves and forms the answer in dialogue with himself or herself. Living in this busy civilized society, it is not uncommon for me to not be able to return to my parents' home or have time to meet with my lover, much less take time to face myself. In these fleeting moments that pass by, the importance of having a heart-to-heart with someone else sinks in. For me, and for you who read this PDF, I hope it will be an opportunity to look back to the starting point and realize something important.



# FUJIMARU

He was the best squid fisherman in my town

町でいちばんのイカ釣り漁師でした



## Flag

My grandfather was 15 years old when he set sail. I loved the big fishing flag my grandfather used on his first sailing. So I always had it in my room.

> 祖父が海に出たのは15歳でした。 私は祖父が最初の船出で使用した大漁旗が大好きで、 いつも部屋に飾っていました。



### Hometown

Reihoku is a port town surrounded by the sea. The sea is like a park to me.

The sun always rises from the eastern sea, passes overhead, and sets into the western sea.

苓北は海に囲われた港町です。海は私にとって 公園のようなものです。太陽はいつも、東の海から登り、 頭上を涌って、西の海へ沈んでいく。







My grandfather loved beer. And once, my grandfather took my older sister and I to a Filipino pub That night, my grandmother was angry with my grandfather.

祖父はビールが大好きでした。そして私は一度だけ、 祖父に、姉とフィリピンパブに連れていかれたことがあります。 その時、祖父は知母に努られていました。



2022 08 01

My dear grandfather has gone to heaven.

祖父は天国に旅立ちました







Kappo is a letter brand from Kyoto. We connect love.

Kappo は京都発のレターブランドです。私たちは愛を繋ぐ。

Kappo는 교토에서 시작된 편지 브랜드입니다. 우리는 사랑을 연결한다.

Kappo 是来自京都的字母品牌。我们连接爱。

Our activity is not about designing fashionable and quality letters, but about designing positive relationships between people.

Our ancestors came into being tens of thousands of years ago, where they acquired three major revolutions. The first of these that we acquired is our core: trust. We contribute to the connection between people, the only two people out there.

私たちの活動は、おしゃれで質のいい手紙をデザイン することではなく、人と人の関係性をポジティブにデ ザインしていくことです。

私たちの祖先は、何万年も前に誕生し、そこで3つの 大きな革命を獲得しました。その中でも最初に獲得し たものが、私たちのコアにある「信頼」です。私たち は人と人の繋がり、そこにいるたった2人の関係性に貢献していきます。 We find love in taking a ひと手間 (Hito-tema) approach. With the development of civilization, it has become easier for us to deliver messages. However, no matter how strong the message, our thoughts never go beyond the everyday. Letters are the answer. One form of love is to deliver a ひと手間 (Hito-tema) message with your feelings to your loved ones. When we receive those feelings, our hearts, as delicate as the sunlight through the trees, are saved.

「ひと手間」をかけることに、愛を見出します。文明 の発展で、私たちはメッセージを届けることが簡単に なりました。しかし、どんなに強いメッセージであっても、私たちの想いは日常の域を超えません。レターはその答えなんです。大切な人へ想いを乗せて「ひと 手間」を届けることが、1つの愛の形です。その想いを 受け取った時、木漏れ日のように繊細な私たちの心は 救われるはずです。



#### Prospectus

Once again, when I think about the long-term view of the world that Kappo has in mind, I think that we are there for young people when they feel that their relationships with their family and friends will no longer last. I believe it is to be there for them when they feel that their relationships with family and friends will no longer last. Not only in bereavement, but also in more minor quarrels, when they feel pain. And when you feel at peace, I hope you will take a pen and paper and leave a letter to your loved ones while drinking a cup of warm ginger tea. Leaving your thoughts and feelings with all your heart will make your relationship with your loved one positive again. It may seem petty and troublesome, but I believe that the pettiness and trouble you go through is the love you have for your loved one. I am sure your loved one will feel your love too.

We do not want to make a big presentation of Kappo to the world. To help nurture the relationship between people, and the love between just two people. We feel that if we continue to do just that as long as we can, we will be able to become a source of strength for others. In order to continue such activities, money is necessary, and under the rules of the capitalist world, there is no way around this. So, then, I would like to use capitalism to continue this activity. To do so, I will utilize business theory and even technology.

For us, sales are the result of nurturing a lot of love. Profit for us is the result of nurturing deep love.

All we have to do is to nurture love.

November 17, 2023, oza



#### Last message

In 2020, we were forced to take physical distance due to a global pandemic. Fearing the spread of the virus to our families, we refrained from returning to our hometowns, and the distance between us and our family and friends, who should have been close to us, became more and more disconnected day by day. Digital connections were the only thing that kept them close to family and friends. It was during this time that the Russian invasion of Ukraine began. I could only watch the cruelty that shocked the world through the news. Even now, after the pandemic has passed, the world is still cut off from loved ones by wars, conflicts, and natural disasters. My idea of a letter brand overlapped with my fantasy that the world would be kinder if we could carefully weave connections between people through letters and gifts, even though it is on such a tremendous scale for me. Kappo started with a very personal idea of love forever, inspired by my grandfather's departure during the pandemic, and I wanted something that would allow me to always confirm the connection with my grandmother, who is now alone, which led me to the idea of a letter. We will continue our activities to connect love, aiming to create a brand that can positively influence the relationships between people, which are still lost somewhere at this very moment

2020年、私たちは世界的なパンデミックによって物理的な距離を取ることになりました。家族へのウイルス感染を懸念し、故郷への帰省も自粛し、身近なはずの家族や友人との距離は日に日に遮断されていきました。デジタルの繋がりのみが、家族・友人たらしめる繋がりとさせていたのです。そんな最中、ロシアによるウクライナ侵攻が始まりました。世界に衝撃を与えた残酷な様子を、私はただニュースを通して見ることしかできませんでした。パンデミックが過ぎ去った今も、世界は戦争や紛争、自然災害により、大切な人との距離が今この瞬間も遮断されています。私にとっては途方もないぐらいのスケールだけど、手紙や贈り物を通して人と人の繋がりを丁寧に紡いでいくことができれば世界は優しくなるのではないかという妄想が、私のレターブランドというアイディアと重なりました。パンデミックの時の祖父の旅立ちをきっかけに、「愛はいつまでも」という心持ちでスタートしたKappoはとても個人的な想いから始まりました。1人になった祖母との繋がりをいつでも確認ができる何かを求め、レターという答えを導きました。今、この瞬間もどこかで失われている人と人との関係性に少しでもポジティブに影響できるブランドを目指して、私たちは愛を繋ぐ活動を続けていきます。

wholeheartedly

