



ZOZONEXT

3daysofdesign

Denmark's Annual Design Festival





ZOZO NEXT to Internationally Debut Yobihiro Products Fusing Traditional Craftsmanship and Cutting-Edge Technology at 3daysofdesign in Copenhagen

ZOZO NEXT, Inc. (Headquarters: Chiba City, Chiba Prefecture, Representative Director: SAWADA Kotaro) will exhibit products and prototypes developed under a ZOZO NEXT project “Yobihiro,” that fuses traditional Japanese craftsmanship with cutting-edge technology, internationally for the first time at “3daysofdesign,” to be held in Copenhagen, Denmark, from Wednesday, June 10 to Friday, June 12, 2026.

The products and prototypes featured in this exhibition have been developed as part of Yobihiro under the theme: “If Japanese craftsmanship were to be transformed by contemporary technologies, what kind of lifestyles could be made possible?” The exhibition will feature products that embody advanced technologies developed by ZOZO NEXT’ s past collaborations and research, and brought to life through collaboration with designers and traditional craftspeople. Featured products will include hitotose (Flower vase), URUSHICA (Versatile Bowl, Deep Bowl, Sake Carafe, and Sake Cup), Stellar Edge, and PIXEL WEAVE - HAKATA ORI - (CARNATION, PEONY).

Through this exhibition, ZOZO NEXT aims to showcase the value and potential of Japanese craftsmanship to a global audience. ZOZO NEXT will continue to create value for future lifestyles through collaborations that bring together diverse traditional crafts and advanced technologies.

Product Name_

hitotose (Flower vase)

Outline_

Partner/Designer : secca inc. (Ishikawa Prefecture, Japan)

Technology/Technique : Ceramics, Decorative lacquer technique

Feature : Color changes in response to temperature



Prototype Name_

URUSHICA

(Versatile Bowl, Deep Bowl, Sake Carafe, and Sake Cup)

Outline_

Partner/Designer : Shitsurindo (Fukui Prefecture, Japan) / ZOZO NEXT

Technology/Technique : Urushi lacquer work, Injection molding

Feature : High heat resistance (microwave-safe)



Prototype Name_

Stellar Edge

Outline_

Partner/Designer : Nao Washi (Saga Prefecture, Japan) / ZOZO NEXT

Technology/Technique : 3D Washi construction, Hand-papermaking technique

Feature : Fusion of washi and functional materials, three-dimensional washi paper forms



Prototype Name_

PIXEL WEAVE - HAKATA ORI - (PEONY, CARNATION)

Outline_

Partner/Designer : Nishimura-orimono co.,ltd. (Fukuoka Prefecture, Japan) / Hana Mitsui

Technology/Technique : Hakata-ori, Jacquard weaving, Traditional scroll mounting

Feature : Visual effects via retroreflection and phosphorescence



ABOUT EXHIBITION

3daysofdesign

Denmark's Annual Design Festival

3daysofdesign is Denmark's official design festival, conceived as a platform to showcase and celebrate great design. Every year, people from around the world gather in Copenhagen to meet, network and be inspired by local and global talent.

In 2025, the festival featured more than 460 exhibiting brands and welcomed over 60,000 visitors, who participated in more than 600 events held across Copenhagen's design districts, including design talks, product launches, and networking opportunities.

ABOUT PROJECT



Yobihiro is a project that fuses traditional Japanese craftsmanship with cutting-edge technology and presents them as products to society, with the aim of awakening the senses, emotions, and the latent sensibilities within people. It views subtle changes in everyday life—such as light, scent, and temperature—as the “colors” that enrich our daily lives. Like the way yobimizu (priming water) draws forth abundant water from a well, it seeks to create opportunities for people to discover new sensations. By collaborating with production regions, craftspeople, and technologists to explore forms of value that cannot be measured by functionality or numbers alone, the project invites that “first drop” into everyday life and gradually begins to sketch a new landscape for the future.

ABOUT US

ZOZONEXT

Our mission at ZOZO NEXT is to ‘Create the Future of Fashion and the NEXT Big Thing.’

We aim to create a world where more people can enjoy fashion through imagining and solving users' problems in the fashion domain with the power of technology. ZOZO NEXT conducts R&D at ZOZO Research, a research institute for quantifying and scientifically exploring fashion, and at MATRIX, which aims to create new businesses for the ZOZO Group in six areas that will have an impact on the future of fashion.

To Our Stakeholders : Please contact us here regarding this matter.

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