



NAKANISHI® Introduces Exclusive 'Bench-Made' Concept

Featuring Personalised Eyewear Customisation In Its
New 'Open-Kitchen' Concept Store

FUKUOKA, JAPAN—Since the introduction its first global campaign, multi-generational Japanese eyewear brand, NAKANISHI® celebrates its 90th Anniversary with a novel first-of-its-kind in-store concept. The Open Kitchen Concept is a brand new initiative by the NAKANISHI® family to promote eyewear personalisation and ultimately, preserving the superior handmade craftsmanship that has been the backbone of the NAKANISHI® legacy.

The 'Open Kitchen' concept will be available exclusively at the brand new Optique NAKANISHI® Open Kitchen Concept Store in Tenjin Core, Fukuoka. Customers will be able to customise their desired frame finishes based on the brand's signature shapes. NAKANISHI® will continuously expand the range of customised shapes throughout its 90th year this 2018.

Principal of NAKANISHI®, Nakanishi Masayoshi explains that the new concept aims to promote the 'bench-made' concept as a tribute to my forefathers who started the made-to-order eyewear craftsmanship. He shares: "We bring back this concept to our shops to celebrate the beauty of handmade artistry. Besides that, as the last standing multi-generational Japanese eyewear family in Fukuoka, we hope to also provide awareness and a unique experience to tourists and visitors to this part of Japan."



A family built on tradition & legacy

The word 'bench-made' is a perennial term used in various hand-made products including shoes, silverware and eyewear. It is the act of making something, when craftsmen spend hours on the bench creating something in their expertise. Products that are handmade 99% without machine intervention are considered 'bench-made' and NAKANISHI® wants to bring this traditional craftsmanship and appreciation back to the 21st Century.

Interested customers can place their reservation up to 15 days before arrival, and the introductory crafting process will take about two hours. Thereafter, it takes about 40 days for the artisans to finish the customised frame.

Masa-san explains: "Because it is 100% handcrafted, it takes time to finish the frame because of meticulous detailing and artisanal works that are put into the making of each frame. And it would be a very unique experience for customers to have the first-hand touch on the basic processes of making their very own NAKANISHI®."

NAKANISHI® is currently offering a special introductory offer of USD \$280 per frame. Customers will be able to customise the eyeglasses based on their facial structure, size, temple length, colour, material, and available finishes. Customers can enquiry about the 'bench-made' services via email: sales@nakanishi1928.com.

OPTIQUE NAKANISHI® can be located at:

OPTIQUE NAKANISHI (Fukuoka)–Open Kitchen Concept Store

Tenjin Core B1F, 1-11-11, Tenjin Chuo-Ku, Fukuoka City, 810-0001 Japan. T: 092 721 7777

OPTIQUE NAKANISHI (Fukuoka)

Canal City OPA 1F, 2-2, Sumiyoshi 1-Chome, Hakata-ku, Fukuoka City, Japan. T: 092 263 2417

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About NAKANISHI® 1928

A Family Built On Tradition And Legacy

For decades, Nakanishi has enrooted its name in the eyewear industry as one of the thriving multi-generational family businesses in Japan's handmade optical industry. Focusing its core business in the artistry of handmade eyeglasses since 1928, Nakanishi is one of the pioneers in eyewear business in Fukuoka, Japan.

First generation Nakanishi Takeo founded the first Nakanishi shop in Hakata, Nakashima town in Fukuoka. Back then; learning the arts of eyewear making was an uphill task that required a great deal of attention, perseverance, patience and dedication. The level of precision in the eyewear making in the golden days was beyond compare. Takeo was one of the earliest craftsmen and the only handmade eyewear craftsman in Fukuoka.

Nakanishi Takao decided to continue his family's artistry as a young lad in his 20s. He took more than 15 years to master his craft and skills under the watchful eye of Takeo, teacher by day and father by night. Takao was a great apprentice. And like his father, he learned the artisanal craft of making eyeglasses using metal and gold.

In 1950s, the Nakanishi shop began operating in Nishitetsu Market, the heart of Fukuoka town, which is now known as Ten-Jin Core. It was in this shop that third-generation Nakanishi Takayoshi was born. Takayoshi grew up around the business and even as a young child, he understood the responsibility to take over the family's business. He brought a different perspective into the family business through his expertise in optical production and operations. His expertise allowed the brand NAKANISHI® to leapfrog to a whole new level when he returned to Fukuoka in 1983 to take over the family's dominion.

As the brand approaches its 90th year, the family's fourth generation is helming the business with a whole new sensibility. NAKANISHI® sets its eyes on setting a stronger foundation in the international market as the brand expands outside of Japan for the first time. In 2017, NAKANISHI® launches the Heritage Collection, its latest set of eyeglasses that epitomizes the family's roots and heritage. Each piece carries a deep meaning to the family's heritage and legacy; paving a new way for the brand to reestablish itself in the optical world.

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