

Link to Miroboard: <https://miro.com/app/board/uXjVOco1tSw=/> to see our workspace

OUR BUSINESS, our mission

Japan is home to high-quality artisanal calligraphy and makeup brushes known as *Kumanofude* (Kumano brushes), traditional handmade brushes from the Kumano region in Hiroshima prefecture. Our business, our mission is to sell Kumanofude – make up brushes to make up artists and customers who demand quality.

The brushes are made from a long tradition of handcraft downward generation to generation and one brush takes 10 days to make. The elegance and beautiful handcraft gives you the most exclusive brush that you can get in the world.

Our audience

Our audience are 20 years old and up to the age when you don't want to use makeup anymore. But maybe from 20 to 85yo roughly.

Business goals & background

The people in the region have made these kind of brushes by hand in generations and generations. So it's a legacy to be able to craft them. They are the exact contrast from "Chinese" mass-produced brushes that is so normal. The hard part was to get the rights to sell them outside of Japan. Before us they were only sold in Japan. For a long time make up blogs have been the platform where the community of Fude fans have discussed the make up brushes and how to get them. The buzz spread if someone was going to Japan who could buy brushes and then sell them to friends and makeup artists who wanted them. So now our goal and mission is to spread the word about the brushes and sell them in our smaller webshop.