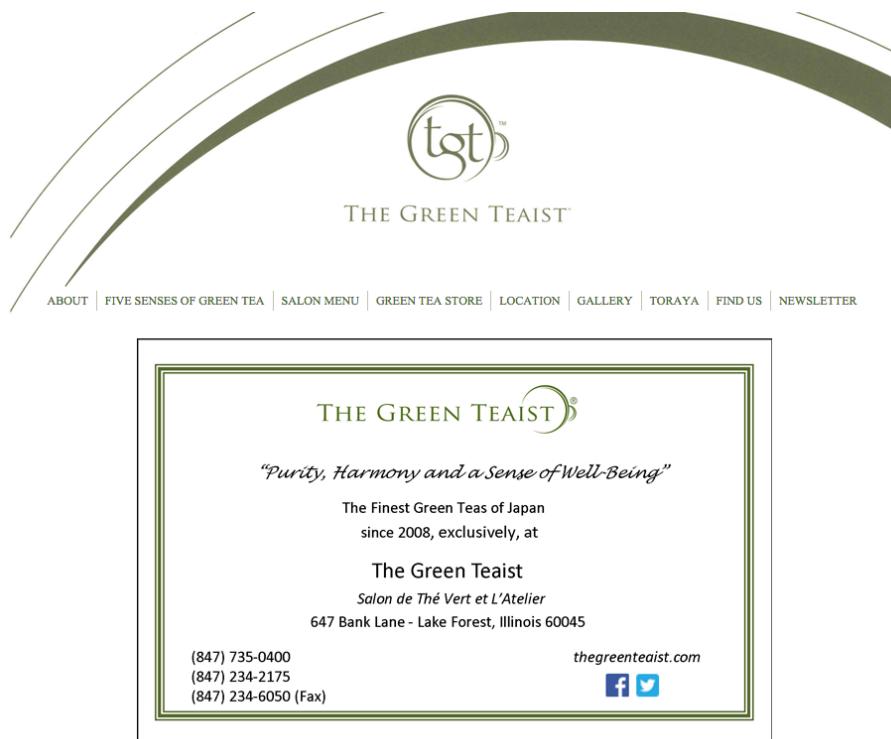


Web サイト名 : The Green Teaist Co. Ltd.

Web URL: www.thegreenteaist.com

作品タイプ：フリーランス業務としての依頼



We Welcome You To The Green Teaist®
In all the world, throughout the centuries, there are, basically, three types of teas: Green Teas of Japan; Black Teas, mostly from India and Sri Lanka, and Teas from China. Only Green Teas of Japan are produced by steaming the freshly picked tea leaves to retain their full natural flavors and antioxidants. Indian and Chinese teas are produced by a withering, pan-firing or fermentation (oxidation) process. The Green Teaist offers the finest and most authentic Green Teas of Japan.

Website Production Details

制作期間；February 8st 2015 ~ March 15th 2015

試用したソフトウェア : Adobe Photoshop/Illustrator, Adobe DreamWeaver

言語 : XHTML 1.0, CSS, jQuery

APPEAL:

学生時代からお世話になっており、アメリカで活躍している日系の弁護士が経営している「緑茶カフェ」のサイトの更新です。長年の知り合いでもあるということでもあり、私のデザイン力を信じてもらい、元々あった店舗紹介のウェブサイトから「現地で味わえる緑茶店／緑茶販売店」というデザインで更新しました。そして、通販を採用するということで前職の東京テレビランドでの経験も活かす事が出来たと思います。

このWebサイト制作に当たることで、制作はアメリカと日本で行いました。サイトの構成の打合せは弁護士と店長と日本とアメリカで行い、撮影は現地のカメラマンとインターネット電話を利用して打合せ、そして緑茶の説明に関するページの写真の撮影を1日でシカゴ郊外にある店で行いました。私の通販での経験も活かし、より美味しく見せるようにカメラマンと努力しました。

一ヶ月半ほどの期間での制作、弁護士と店長との制作チェックはメールとインターネット電話で行い、上手くコミュニケーションもとつてWebサイトの更新が出来たと思います。

 THE GREEN TEAIST[®]
SALON DE THÉ VERT ET LATTEUER

HOME | ABOUT | 5 SENSES OF GREEN TEA | SALON MENU | GREEN TEA STORE | LOCATION | GALLERY | TORAYA | FIND US | NEWSLETTER

FIVE SENSES OF GREEN TEA

The Green Teast offers the finest green teas available from the premier tea-growing regions of Japan.

Whether at The Green Teast's Salons Lake Forest, Illinois or at home, the refinement, quality and sensory characteristics of TGT green teas provide the ultimate green tea experience.



"SEE" the beautiful tea leaves with their fresh, deep green hues.



"SMELL" the tea leaves for their exquisite fragrance and freshness.



"TOUCH" the tea leaves to appreciate their elegance and the care with which they have been formed.



"HEAR" the tea leaves blossom as the water is poured and the tea is steeped.



"TASTE" and savor the smooth and ethereal flavors which are the essence of the finest green teas of Japan.

THE GREEN TEAIST | 647 BANK LANE LAKE FOREST, IL 60045 | 847.735.0400

 THE GREEN TEAIST®
SALON DE THÉ VERT ET L'ATELIER

HOME | ABOUT | 5 SENSES OF GREEN TEA | SALON MENU | GREEN TEA STORE | LOCATION | GALLERY | TORAYA | FIND US | NEWSLETTER

Shop By Type

NEW PREPACKAGED WHOLE LEAF GREEN TEA SELECTIONS

- Kukicha (Karigane)
- Hojicha (Houkou)

WHOLE LEAF GREEN TEA SELECTIONS

- Sencha
- Gemmaicha
- Gyokuro
- Hojicha
- Kukicha
- Matcha
- Bancha
- Tencha
- Yamecha
- Ureshinocha
- TGT Blend (First Place - finest green tea in North America)
- Organic Green Teas

TEA SACHET SELECTIONS

- TGT Sachet Collection
- Gemmaicha
- Organic Gemmaicha
- Gyokuro
- Hojicha
- Organic Hojicha
- Kukicha
- Sencha
- Organic Sencha
- Shincha 2015
- TGT Blend (First Place - finest green tea in North America)
- Yamecha
- Ureshinocha
- MATCHA FLAKE™ PURE SEA SALT BY ALASKA PURE SEA SALT CO. AND THE GREEN TEAIST

GREEN TEA ACCESSORIES & GIFTS

- ❖ Gift Sets
- ❖ Traditional Kyoto Teaware and Premium TGT Green Tea Caddies
- ❖ Additional Tea Accessories
- ❖ TGT's Green Tea Books Collection



THE GREEN TEAIST®

We invite you to enjoy the sublime elegance of the finest pure green teas, exclusively from the premier tea-growing regions of Japan, unflavored and unequalled among Japanese green teas. Peruse our offerings for the finest and widest variety available in the U.S. market, shipped by air monthly and retained in our custom climate-controlled tea cellars in Lake Forest, Illinois.

PAGE 1 2 3 4 >> [VIEW ALL](#)

GREEN TEAS

		
SENCHA HARAYAMA (EXTRA PREMIUM) ORIGIN: KYOTO \$33.00 - \$66.00	SENCHA SHIRASU (PREMIUM) ORIGIN: KYOTO \$17.00 - \$34.00	SENCHA YUFUNE (REGULAR) ORIGIN: KYOTO \$12.00 - \$24.00
		
ORGANIC SENCHA KIRISHIMA (ORGANIC) ORIGIN: KAGOSHIMA \$14.50 - \$29.00	GENMAICHA HANAFUBUKI ORIGIN: KYOTO \$7.00 - \$14.00	GYOKURO KUGHTANI (SUPERIOR PREMIUM) ORIGIN: KYOTO \$82.50 - \$165.00
		
GYOKURO KOUETU (EXTRA PREMIUM) ORIGIN: KYOTO \$49.50 - \$99.00	GYOKURO GION (PREMIUM) ORIGIN: KYOTO \$33.00 - \$66.00	GYOKURO YASAKA (REGULAR) ORIGIN: KYOTO \$17.00 - \$34.00
		
HOJICHA HOUKOU ORIGIN: KYOTO \$7.00 - \$14.00		

THE GREEN TEAIST | 647 BANK LANE LAKE FOREST, IL 60045 | 847-735-0400

Concept:

色は緑茶の緑と白。白を使う事で商品（緑茶）の方に強調。

アメリカのお客様をターゲットということで、言語は英語のみです。お店はシカゴの北郊外にあるので、ターゲットをもっと絞り込み、Webデザインを行っています。

店舗があるシカゴの北郊外の町（そして近隣の町）は、高級住宅街としても有名、スポーツ選手や政治家が出身していることもあり、大手企業の社長など知名度が高い方々も住まいとしているエリアです。そういう意味も含めて、上品そして落ち着きのあるWebデザインにもしています。

Additional Information:

アメリカは他国より肥満度が高い国だと言われております。最近は健康を意識することで、日本食が注目されておりまして、特に健康意識が高いアメリカ人女性は日本食に興味があるそうです。

(店舗調べ)

健康意識をしたお店、The Green Teaistはメディアで評価されました。

より現地の人に理解して来館、そして緑茶を購入してもらうというWebサイトに更新しています。

特に新しく制作した「Five Senses of Green Tea」では(前ページの画像)ではアメリカの方々に緑茶の美味しい飲み方を学んでもらうことで制作しています。

THE GREEN TEAIST®
SALON DE THE VERT ET UTEILLER

HOME | ABOUT | 5 SENSES OF GREEN TEA | SALON MENU | GREEN TEA STORE | LOCATION | GALLERY | TORAYA | FIND US | NEWSLETTER

 TORAYA

HISTORY OF TORAYA

Toraya is a wagashi (traditional confection of Japan) maker with a history dating back five centuries to its establishment in Kyoto in the latter part of the Muromachi Era. It has been a purveyor to the Imperial Court since the reign of Emperor Goyzei that spanned the years from 1586 through 1611. Toraya opened a shop in Tokyo when the capital was moved there in 1869, and now has around 80 shops throughout Japan. Toraya hopes that its famous confections may be enjoyed in the context of the traditions of Japan and, thereby, foster a better understanding of its culture.

Yokan is a sweet bean jelly, utilizing azuki (the small, red bean unique to Japan), the finest natural sugar and kanten (agar agar, a natural gelatin from the sea). 100% vegetarian (no dairy, eggs or animal byproducts), it is the most famous and naturally pure confection of Japan, usually enjoyed with the finest green teas. TGT offers three of the most popular Toraya Yokans: You no ume (whole azuki); Omokage (smooth azuki with molasses-like, dark brown sugar); and Awa no kaze (smooth azuki with the subtle sweetness of wasanbon, a distinctive sugar indigenous to Japan).

TORAYA YOKAN

PETITE YOKANS



PETITE YOKAN (INDIVIDUAL PIECE)
size(piece): 7.9cmx2.8cmx2.0cm NET 50g
\$4.50

You no ume : made with ogura (whole azuki bean)

\$4.50 (50g) [Add to Cart](#)

Omokage : made with dark brown sugar

\$4.50 (50g) [Add to Cart](#)

Hachimitsu : made with honey

\$4.50 (50g) [Add to Cart](#)

Kocha : made with black tea

\$4.50 (50g) [Add to Cart](#)

BLACK GIFT BOX OF 5 PETITE YOKANS

Includes:
2 Petite You no ume
1 Petite Omokage
1 Petite Hachimitsu
1 Petite Kocha

\$23.00 [Add to Cart](#)

MEDIUM YOKANS



MEDIUM-SIZE YOKANS
size(piece): 19.2cmx5.4cmx3.1cm NET 390g
\$32.00

You no ume : made with ogura (whole azuki bean)

\$32.00 (390g) [Add to Cart](#)

Omokage : made with dark brown sugar

\$32.00 (390g) [Add to Cart](#)

Awa no kaze : made with wasanbon (rare sugar indigenous to Japan)

\$32.00 (390g) [Add to Cart](#)

BLACK GIFT BOX OF 2 MEDIUM-SIZE YOKANS

Includes:
1 Medium-size Awa no kaze
1 Medium-size Omokage

\$71.00 [Add to Cart](#)



"BEST OF THE BEST" IN GREEN TEA AND TRADITIONAL CONFECTIONERY

Includes:
1 Box of the Award-Winning TGT Blend of Sencha, Kukicha and Matcha
1 Collection Box of Five Petite Yokan from the Legendary Toraya

\$37.80 [More Information](#)



THE GREEN TEAIST | 647 BANK LANE LAKE FOREST, IL 60045 | 847-735-0400

 **THE GREEN TEAIST®**
SALON DE THÉ VERT ET L'ATELIER

HOME | ABOUT | 5 SENSES OF GREEN TEA | SALON MENU | GREEN TEA STORE | LOCATION | GALLERY | TORAYA | FIND US | NEWSLETTER



SALON MENU

Each of the green teas listed on the Menu is measured and prepared at the table, with the appropriate teapot suitable for the particular green tea variety, providing two to three servings.

At The Green Teaist, green teas are served by a TEAISTA®. A TEAISTA® is a person who has been thoroughly trained in the art and science of preparing and serving the finest green teas. The Green Teaist's patrons can be assured that the TEAISTAS® in its Lake Forest tea salon provide a truly memorable green tea experience.

[THE GREEN TEAIST - LAKE FOREST SALON MENU](#)

THE GREEN TEAIST | 647 BANK LANE LAKE FOREST, IL 60045 | 847-735-0400

 **THE GREEN TEAIST®**
SALON DE THÉ VERT ET L'ATELIER

HOME | ABOUT | 5 SENSES OF GREEN TEA | SALON MENU | GREEN TEA STORE | LOCATION | GALLERY | TORAYA | FIND US | NEWSLETTER

EXTERIOR





INTERIOR








BEVERLY HILLS SALON







PRODUCTS





SERVICE






THE GREEN TEAIST | 647 BANK LANE LAKE FOREST, IL 60045 | 847-735-0400