

Good Design: Mekong Design Selection
~Travel to Vietnam~

STUDIO NIBROLL

Mr. Mitsushi Yanaihara

1. Hiep Hung Group

I went to visit Hiep Hung Group on March 16 and 17. My impression of the company is that it is an established apparel company. Many of the employees are women. The women in Vietnamese society are very independent and are very lively workers. My opinion is that the Japanese society should try to emulate more on female employment opportunities like Vietnam.

Hiep Hung Group utilizes both machine and hand-made embroidery with the highest quality and techniques. Upon the first meeting, I was able to come up with a clearer proposal to appeal to Japanese mothers as the main consumer target. The theme was agreed by both parties as “Tribal x Contemporary” which is a step away from the current products that they make for the European market. We have also decided on the brand name and are working step by step to materializing the final brand product.

2. Thai Hoa Fashion Textile Company

On March 18 and 19, I went to visit Thai Hoa Fashion Textile Company, the second company that I will collaborate with. The owner is the same generation as me and we have been corresponding for awhile, so it was very natural for us to meet in person for the first time with little hesitations or reserve. During my first visit to the company, they gave me a tour to the Mộc Châu district which is 180 km northwest of Hanoi and is the place known for sericulture. They showed me the process of harvesting mulberries, their yarn stocks, facilities of spinning silk and more. The next day, during the second meeting at the headquarters, I proposed the idea to make a new brand that promotes “silk” in its purest form. Building a brand with a simple concept or theme is very advanced, but with close communication with the owner couple I hope to work closely with them for the success of this project.

3. Design Seminar and Others

On the morning of March 20, we had a meeting with Vietnam Trade Promotion Agency (VIETRADE) officials, to report on the progress and meetings with our counter partner companies. An important issue about licensing and copyrights were discussed. The same day, VIETRADE held a design seminar where Mr. Yajima of Japan Institute of Design Promotion (JDP) presented on the theme of “Design Consultation for Gift/Lifestyle Products Exporting to Japanese Market” and I presented on the “Domains of Enterprise Designs”.

Aside from the visits to the two companies during my trip, I was able to visit the Vietnamese Women's Museum, the Fine Art Museum, and several boutiques around Hanoi city which inspired me. I will work so that both companies not only have success in the Japanese market but also in their native Vietnamese market as well.

For the original report in Japanese with pictures, please view this link:

http://www.asean.or.jp/ja/wp-content/uploads/2015/04/Vietnam-Report_STUDIO-NIBROLL_Mr.-Yanaihara1.pdf