

**Packaging of Gifts of Mitsukoshi Department Store Exhibited at Japan Museum SieboldHuis “Too pretty to throw away: Packaging Design from Japan” Exhibition until 2016 Aug. 28, 2016**

June 20, 2016

At Japan Museum SieboldHuis in Leiden, The Netherlands, the packaging of gifts of Mitsukoshi Department Store is on display. The exhibition titled “Too pretty to throw away: Packaging Design from Japan” illustrates through museum objects, consumer items and gift wrappings, how past and present are united in packaging design. The exhibition is structured around three themes: 1) “Artistic Japan”; 2) “The Alchemy of the Everyday”; and 3) “Embellished Intentions.”

The “Embellished Intentions” theme is represented by the gift-packaging practices of the Mitsukoshi Department Store, one of the most exclusive establishments in the country. Gifts represent a major form of consumption in Japan and are of particular importance for the revenues of the department stores. The Japanese practice of gift wrapping builds on the tradition of wrapping precious objects, but in the contemporary context its primary function is to emphasize the intention behind the gift.



Poster “Too pretty to throw away: Packaging Design from Japan”

Exhibited Packages (ex)



1) Packaging of the 2015 winter gift of cookies. Reproduction of the wooden sculpture “Magokoro Tennyō” (Goddess of Sincerity) created in 1960 by Gengen Sato (1888-1963) for the Mitsukoshi Nihombashi Main Store in Tokyo.



2) Packaging of the 2015 winter gift of cookies. Reproduction of the cover of December 1914 issue of the magazine “Mitsukoshi”, designed by graphic designer Hisui Sugiura (1876-1965).



3) Packaging of the 2015 winter gift of green tea. Reproduction of the cover of November 1913 edition of the magazine “Mitsukoshi Times”, and the cover of November 1916 edition of the magazine “Mitsukoshi”, both designed by Hisui Sugiura.



4) Mitsukoshi signature “HANA-HIRAKU” wrapping paper  
“HANA-HIRAKU” is the first original wrapping paper of a Japanese department store. It was designed by artist Genichiro Inokuma in 1950, which has been adored by many people for more than 60 years as a symbol of Mitsukoshi. It is epoch-making wrapping paper as its design accentuates the beauty of goods it wraps regardless of the size of goods and angles at which the goods are viewed. We wrap goods our customers buy with HANA-HIRAKU to present them with the tradition and trust Mitsukoshi has nurtured.

Mitsukoshi HANA-HIRAKU Wrapping Video

<https://youtu.be/e8lhVLqMIqs>

A video showing "how to wrap" various gift items, with Mitsukoshi HANA-HIRAKU wrapping paper.

Official website of “Too pretty to throw away: Packaging Design from Japan”:

<http://www.sieboldhuis.org>

Period: June 10 to August 28

Isetan Mitsukoshi Holdings Group's corporate message, "this is japan."  
<http://this-is-japan.jp/60/>

Corporate data on Isetan Mitsukoshi Holdings Group:  
<http://www.imhds.co.jp/english/company/number.html>

Corporate website:  
<http://www.imhds.co.jp/english/>

Source: Isetan Mitsukoshi Holdings Ltd.

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