
KŌYŌ CHRONICLES

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HONOURING THE SEA

BREAKING NEWS: THE SEA BREEZE HAS REACHED KŌYŌ STUDIO

The beginning of the school summer holidays, extremely hot and humid weather, beach trips, Sea Day, and increased domestic travel – those are the things most associated with July in Japan. After June’s rainy season (which sometimes sort of continues throughout July), the hot sun takes over, which leads many

Japanese people to seek refreshment at the beach. Such increased attention to the sea, or umi (海), also encourages people to respect and celebrate it. There is even a separate holiday known as “Umi no hi” (海の日) or “Sea Day” / “Marine Day”. In this issue, learn all about our summer and sea-themed workshops, discover some essential summer products that you can buy at our studio, and learn about the significance of the sea to the Japanese.



ANNOUNCEMENT BOARD



KUMIHIMO “UMI” WORKSHOP

Learn the Japanese Kumihimo braiding technique and make yourself a bracelet or necklace the colour of the sea.

2h 50 EUR



**BUY 3 PRODUCTS FROM
THE FAIRLUCENT LINE**

**GET 1 FAIRLUCENT SPA
PROCEDURE FOR FREE
(30 MIN)**

J-BEAUTY “FAIRLUCENT” MASTERCLASS

車
福
火
光
雨



Learn how to do skincare with the **MENARD “Fairlucent”** line – designed to help maintain a bright, even-looking complexion and protect against UV damage.

2h 35 EUR

UMI COUPON

海クーポン

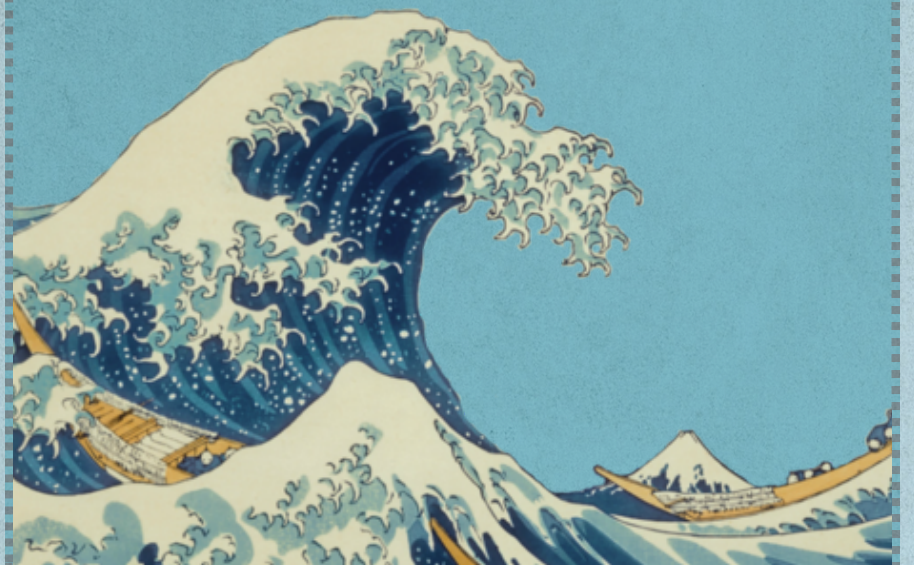
-10%

Code: U7648

For purchases over 60 EUR

Brands:

**MENARD
BIJIN
ONSENSOU**



RESERVATION: +371 26269067

JAPANESE SUMMER ESSENTIALS

Protect your skin this summer with MENARD!



85€

FAIRLUCENT DAY CREAM SPF 50/PA++++

- *Reduces pigmentation.*
- *Slightly mattifies the skin and masks pores.*
- *Resistant to water and sweat.*
- *Contains vitamin C.*



165€

SARANARI DAY CREAM SPF 15/PA+

- *Casablanca Lily extract which helps restore skin damaged by UV radiation.*
- *Eliminates fine wrinkles, makes the skin elastic and firm.*
- *Strengthens the skin's protective barrier.*



369€

EMPELLIR DAY CREAM SPF 15

- *Reishi mushroom extract.*
- *Rejuvenates skin cells.*
- *Protects skin from negative environmental impact.*
- *Reduces wrinkles and pigmentation.*

HOJICHA TEA

Did you know that hojicha is rather beneficial in hot weather because its low caffeine prevents dehydration, while its pyraxines (roasted aroma compounds) naturally calm the nervous system? These properties are obtained thanks to the fact that hojicha is simply dried like regular green tea. temperatures, the tea is gentle on the that unroasted green teas can cause on hot, hojicha features a deeply roasted, middle chocolate. You can either prepare hojicha make a cold-brew by steeping the leaves in more refreshing taste. You can even make it latte where whisked hojicha powder (or milk (like oat or whole milk)). Get a taste of hojicha at KŌYŌ studio this summer!



Teapot 250ml

5€

Group tea ceremony (Hojicha & Sencha)

25€

THE SEA IN JAPAN: A PERFECT RESCUE FROM EXTREME WEATHER

July in Japan marks the beginning of a very sunny and hot season with intense temperatures and humidity. Respectively, such weather makes it a perfect time for a trip to the beach! In Japan, the water is “never far away” since it frames the archipelago from all sides – Pacific Ocean to the east, and the Sea of Japan to the west. The country consists of more than 6000 islands, meaning that the beaches are countless and diverse. They vary from rocky to sandy, depending on which part of Japan you are visiting. The weather varies as well. The subtropical Okinawa in the



Shirahama Beach on the Izu Peninsula

south can be especially hot, with the water never being colder than 20 °C, while Japan’s northernmost island and prefecture Hokkaido is generally a lot milder. Furthermore, since many Japanese people avoid the sun at all costs, it is quite common to be able to have the beach entirely to yourself if you are looking for privacy. Meanwhile, some coasts near large cities tend to be more crowded, of course.

The sea is an integral part of Japan’s identity. It is a significant source of income thanks to the port activity in Yokohama, Kobe, Osaka, and Tokyo. Not to mention that fishing is one of the most important maritime activities and the Japanese are among the biggest consumers of fish in the world. As to the cultural aspect, the sea plays a central role in many Shinto rites. Fishing villages hold annual festivals to honour the sea “kami” (divinity), praying for abundant fishing and safety. Japan also celebrates the sea with “Umi no Hi” (Marine Day), a public holiday on the third Monday of July that gives thanks for the sea’s blessings.

UMI NO HI (MARINE DAY)

海の日

This holiday, celebrated on the third Monday of July, coincides with the start of the school holidays, meaning peak domestic travel and busier coastal areas. As a matter of fact, Marine Day is the next big holiday in Japan after Golden Week in the first week of May. “Umi no hi” is to honour the ocean as a fascinating force of nature and an important entity to Japan as a maritime nation. Some general activities during this day include: beach & aquarium visits, fireworks festivals or *hanabi taikai* (花火大会), and maritime events such as boat and yacht races, fishing competitions, and even beach or river clean-ups.



Due to such significance, the sea and the ocean have been a prominent theme in Japanese art and craftsmanship where these bodies of water are depicted both as a strong and dynamic force and as an eternal and tranquil entity.



The Seigaiha – a traditional Japanese pattern of the overlapping ocean waves seen on summer kimonos (yukata), pottery, and other crafts.

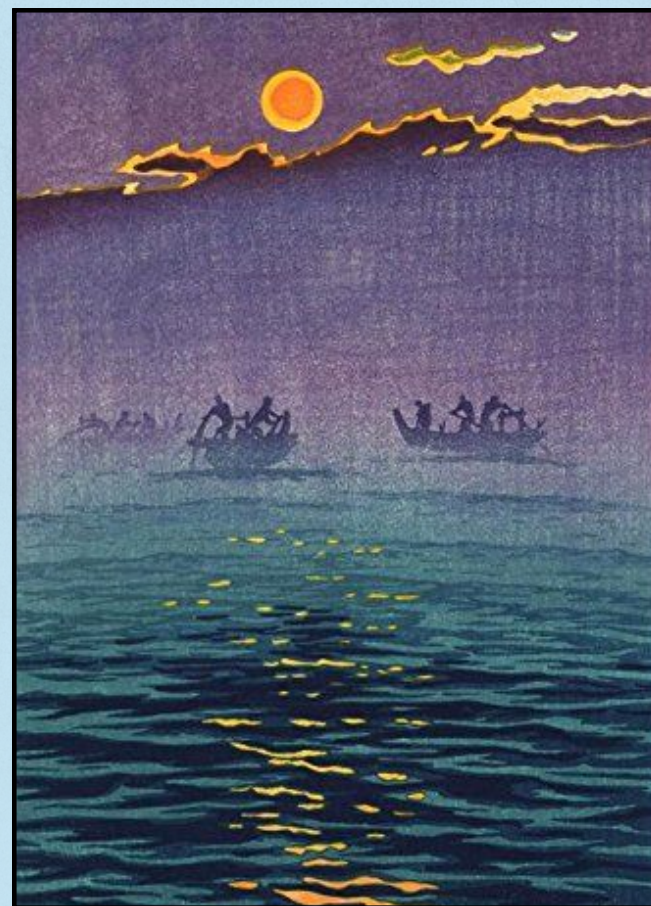


Hokusai. "The Great Wave off Kanagawa".
1831

蜃気楼や
波にさらわる
砂の城

*mirage—
waves sweep away
a sandcastle*

-TEIICHI SUZUKI



Shiro Kasamatsu. "Waves in the morning". 1953

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