



The Story Behind Our Brand Advertising

“Creating What’s Next.”

The DNA That Has Defined Takisada for More Than 160 Years.

Since its founding in 1864, Takisada has grown alongside Japan’s textile industry. Supported by our valued customers and partners across production regions, we have built a lasting legacy as one of the leading companies in the industry. When people hear the words “long-established company”, they often imagine a conservative organization. Yet what has sustained Takisada for over 160 years is quite the opposite — a culture of continual challenge and constant innovation. Our decentralized business structure empowers each division to act with the utmost agility and resilience. Every employee takes the initiative to develop new ideas, work closely with customers and manufacturing partners, and create fresh new value. This dynamic spirit of taking the initiative has introduced many innovative materials and fashions to the market, and has continuously shaped Takisada's 160-year history.



From Takisada Nagoya to Takisada. A Declaration for the Future.

As markets continue to evolve, companies must possess the ability to keep evolving as well. Against this backdrop, we have changed our corporate name from Takisada Nagoya Co., Ltd. to Takisada Co., Ltd. The name Takisada represents the spirit of challenge that has been passed down since our founding. While remaining true to those origins, we will continue to embrace change without hesitation — expanding beyond Nagoya, across Japan, and internationally to create new value for the world. Our brand advertising embodies that unwavering commitment. Launched across newspapers and transit advertising in August 2026, the campaign has captured the attention of audiences nationwide.



Unlocking the Potential of Textiles. “One Takisada.”

Japanese

English

[Brand ad copy]

維新を起こせ

マーケットニーズに応えるだけじゃない。

トレンドに乗っかるだけじゃない。

過去の延長線上だけが未来じゃない。

一人ひとりの挑戦で創るんだ。

新しいニーズを、最先端のトレンドを、

ワクワクする未来を。

世界に向けて仕掛けていくんだ。

繊維の可能性を上げ、新たな価値に。

仕掛ける、満定。

WEAVE THE NEXT

We do more than respond to market needs.

We do more than follow trends.

The future isn't found on the path already traveled.

It's created through the courage of every individual challenge.

New needs. New trends.

New possibilities that excite and inspire.

We're bringing that to the world.

Taking textiles further.

Creating value beyond imagination,
through reawakening Takisada's DNA.

Takisada. WEAVE THE NEXT.

[In Japanese, the original copy is 「織『維』の可能性を上げ、『新』しい価値に」, incorporating the characters 維 ("textile/fiber") and 新 ("new") as a wordplay on 「維新」 ("ishin"), a Japanese term meaning renewal or transformation.]

Our campaign message, "WEAVE THE NEXT," embodies two core ideas. The first is our determination to drive innovation ourselves as we advance into the future. The second reflects Takisada's unique purpose — to create new value through textiles. Rather than simply responding to customer needs or following trends, we believe in uncovering the untapped potential of textiles and taking the lead in creating new markets and trends. That is the Takisada spirit.

The people standing before Takisada's signature green flag are all Takisada staff. From sales and planning to design and administration, each individual plays a different role. Yet every one of them shares the same mindset: thinking independently, taking the initiative, and creating new opportunities. Together, as One Takisada, we will continue creating what's next.



Far more employees than expected joined the photo shoot after being invited to participate. The event hall at our headquarters was transformed into a studio, and the layout was refined as the photo shoot progressed. In the photo at bottom right, President Taki (left) is seen speaking with the creative director between shots. "It is only when employees from every department take part that it truly becomes a Takisada brand advertisement."

