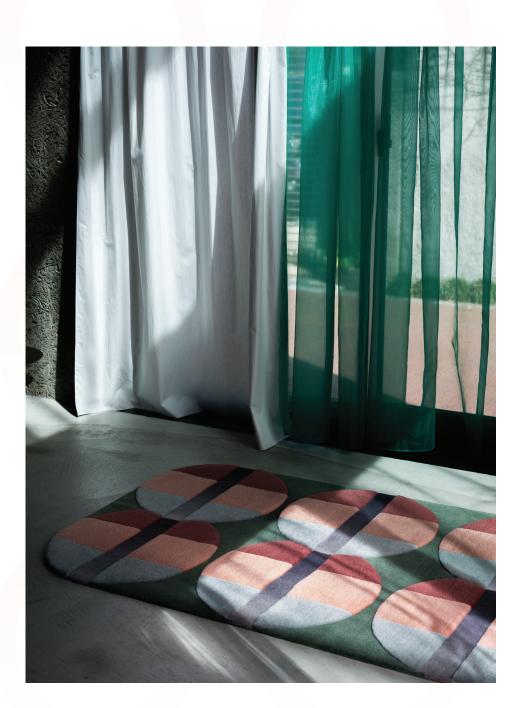
PRESS & MEDIA



STORY

Jensin Okunishi Studio aims to bridge traditional techniques and contemporary design with a focus on craftsmanship and quality. Time-honored traditions meet modern pattern play in a handmade rug that can last a lifetime. Our rugs are crafted using the Tibetan knotting technique, which is the only woven rug technique that makes use of a metal shaft to create the pile. Originally, these skills were used to make prayer rugs, and though they are no longer in demand, we believe that they should not be forgotten. We strive to create rugs that are not only beautiful but also enduring.

PROCESS

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COMPANY:

· Founded: 2020

· Studio location: Osaka, Japan

- Email: hello@jensinokunishistudio.com

OUR RUGS:

Production time: 12-24 weeks

- Rug origin: Nepal

Material origin: Nepal

 All rugs are custom ordered and can be custom sized or colored.





PSOPLS

The creative director and founder, Jensin Okunishi, is an American born designer who is continuously intrigued by color. As a trained textile designer and graduate of the Rhode Island School of Design, where she received her BFA, she pursued her love of design and interest in how things are made at the University of Cincinnati, DAAP. Upon earning her Masters of Design, Okunishi worked in sustainable fashion in NYC as a sweater designer and technision.

PRONUNCIATION

Jensin Okunishi

gin-sin oh-KOO-nee-SHE

PARTNERS

Jensin Okunishi Studio partners with GoodWeave to help end child labor and protect the rights of adult workers. GoodWeave fulfills its mission by creating market demand for certified products, monitoring supply chains, rescuing and educating child laborers, and providing critical services to weaving families. Look for the label on select rug products. To learn more, visit GoodWeave.org.

PRESS RELEASE



New Handcrafted Rug Collection by Jensin Okunishi Studio to Debut at ICFF 2024

Jensin Okunishi Studio (JOS) is thrilled to announce the "Nothing lasts forever, but it's worth noting that the oldest handmade home decor. Inspired by the textures and cherished heirlooms." materials seen on the city streets of Japan, this collection showcases captivating geometric patterns and colors that Because every rug is made-to-order, all of the rugs in the are sure to impress.

seemingly endless rows of balconies and subway stations rug can take from three to six months to complete. completely covered in tile create a delightful backdrop of pattern and geometry. The influence of this urban and With the debut of the new collection, Jensin Okunishi Studio in each rua, evoking a sense of movement and energy.

furnishing design and provides the perfect stage to hand-knotted rug collection. showcase the studio's blend of time-honored techniques and enduring style. Customers will have the opportunity to see the exceptional quality of the Himalayan wool and the meticulous craftsmanship of the artisans, truly appreciating the high skill level and expertise that is poured into each step of crafting a Jensin Okunishi Studio rug.

upcoming debut of the Monuments collection at The hand-knotted rug is said to be over 2000 years old, says International Contemporary Furniture Fair (ICFF) 2024, Okunishi. "With the level of care and expertise that goes encouraging a movement towards sustainable and into each of our rugs, we believe they can become

studio's collection can be custom-sized and colored to the client's specifications. As part of their commitment to Walking through the melded mix of old and new structures responsible sourcing, JOS sources its wool in Nepal, where in her Osaka neighborhood, Jensin Okunishi, the creative the fiber is also spun and carefully hand dyed. And to mind behind the studio, sees geometry come to life. further their commitment, the studio is also a certified Textures and materials seemingly flow off buildings onto the Good Weave member. Good Weave is the leading sidewalk, creating an immersive experience. The international institution working to end child labor and neighborhood's high-rise apartment buildings with protect the rights of adult workers in South Asia. A single

traditional environment is beautifully reflected in this three is set to make a lasting impression on the rug market. By piece collection. The rhythms of a dynamic city can be seen combining traditional techniques with a modern design aesthetic, the studio is poised to stand out. Visit Jensin Okunishi Studio's exhibit (booth #1239) at ICFF 2024 and be ICFF is North America's leading platform for contemporary captivated by the beauty and artistry of their new

> PRESS CONTACT: Jensin Okunishi

PRESS COVERAGE







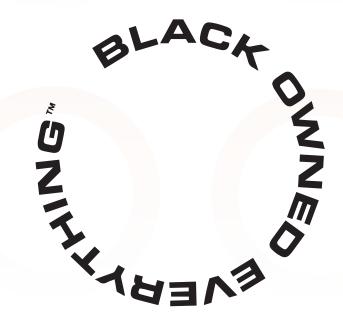








PRESS COVERAGE







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