

**TASAKI to launch new 'Archy' advertising campaign  
for leather goods collection "TASAKI por RELIQUIAE" in February**

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is to launch a new advertising campaign entitled 'Archy' for its leather goods collection "TASAKI por RELIQUIAE" on Wednesday, February 1<sup>st</sup>, 2017.

TASAKI works in partnership with creators all over the world to deliver innovative yet refined designs. The "TASAKI por RELIQUIAE" was born out of a collaboration with RELIQUIAE, a brand based in Spain that produces contemporary designs while respecting traditional crafts and craftsmanship. The simple yet modern designs with their architectural feel are presented in powerful yet beautiful colours brimming with the vigour and energy of Spain's vast natural beauty and cityscapes.

The new "Archy" advertising campaign features two different visuals: both focus on the charms of the collection's iconic "Archy Signature" bag, with its bold representation of an arch that was inspired by the curve of the pearl, one of TASAKI's two signature elements. The campaign also features an image movie that presents the "Archy Signature" design from various angles.

Embodying the quality, creativity and craftsmanship of the TASAKI brand, the combination of bags and jewellery conveys an innovative yet refined elegance.

**TASAKI BAGS "TASAKI por RELIQUIAE" AD  
"Archy"**



- Left: Bag: Archy Signature Micro Clutch Bag (ALBERO / CIELO) LG 0415, 120,000 JPY each  
\*Pearl strap sold separately: ZPC 0422, 180,000 JPY each (Both on sale from February 8<sup>th</sup>, 2017)
- Right: Bag: Archy Signature Clutch Bag (ENOL / BULNES) LG 0396, 180,000 JPY each  
Ring: balance luxe R4397, 430,000 JPY (All tax excluded)

Press Contact: Yaoyama, Tanaka, Sugiyama, Senda / TASAKI Communication Dept. AD/ PR  
Tel: 03-3289-1184 E-mail: [communicationdpt@tasaki.co.jp](mailto:communicationdpt@tasaki.co.jp)

TASAKI Customer Service: 0120-111-446 (Please use this number when providing information about TASAKI to your readers/viewers.)