

Japanese Corporation, INTERFUSION INC. opens "JAPAN BRAND ONLINE" 6 languages E- Commerce website - sells "Japan Brand" products targeted to overseas and foreigners



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Industry: [Consumer Services](#)

Press Release Summary: INTERFUSION Inc. – Japanese EC consulting corporation – located Tokyo, Japan – opened 6 languages E-commerce site 'Japan Brand Online – <http://JapanBrandOnline.com>', which sells "Japan Brand" worldwide on March, 2008



[Kimono](#)



[Art Gallery](#)



[Crystal](#)



[Paper Craft](#)



[Lacquer Craft](#)

Press Release Body: '**Japan Brand Online**' is the shopping website for non-Japanese who are fond of Japanese history and culture. **JBO** starts distributing around 200 Japanese traditional products on the website and will continuously replaces them to match for the consumers' tastes. The price of products is various. The price ranges is 2,500 yen (small article for kimono) to around 1,000,000 yen (pure silk Kimono). For the suppliers, it is the first experience to sell their products outside of Japan. **JBO** also introduces "**Anna Niponica – representative: Anna Nakajima**", remake Kimono dress brand located in London that designs dresses from kimono textile. Anna Niponica mostly makes custom ordered dresses, but this time, **JBO** is able to sell confection made kimono dresses. This is also the first experiment with them where customers can purchase the dresses of this brand without dealing directly with the company. **JBO** introduces each product with its origin or history and visitors can purchase the products through 6-language pages, English, French, German, Spanish, Russian and will be Chinese. There is no Japanese page on the website but **JBO** will accept the domestic delivery if people in Japan makes order through the existing language pages.

'Modern Nippon Project'
"**Japan Brand Online**" is one of the two basic projects, "support for products". **INTERFUSION Inc.** thinks, "support for products" and "support for people" are necessary for backing up export business of "Japan brand". **JBO** introduces Japanese skill and products to overseas and suggests how to expand the market for the local medium or small sized enterprises that manufacture and sell traditional or creative goods. The company will soon open the websites and adapt them to various tastes and ages, such as "**Cool Japan Online**" introducing Japanese popular products targeted for young foreigners and "**Japan Premium Online**" dealing with Japanese high quality goods which are targeted for quality conscious people with a sophisticated taste. On the other hand, as for "**support for people**" project, the company opens "**Modern Nippon Project (<http://ModernNipponProject.com>)**" at the same time. This project sends out information and operates networks for the local medium or small sized enterprises that want to launch their products on the export market. The contents of this website include a column interviewing foreigners lived in Japan and introducing Japanese customs and cultural aspects that seem to be strange or unique to foreigners. It will be a forum open to contributors who have opinions on Japanese culture or history. This site provides a six-language service, English, German, French, Spanish, Russian and Japanese.

Japan Brand Online Service Start: March 1, 2008, on Saturday
Languages: English, French, German, Spanish and Russian (soon to be Chinese)

Modern Nippon Project Service Start March 1, 2008, on Saturday
Languages: Japanese, English, French, German, Spanish and Russian

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