

ようこそ 伝統文化を未来へ繋ぐブランド「美粋笑宝」の世界へ

Welcome to the world of “Bisui Eho”, a brand that connects traditional culture to the future.



美の心

-The Heart of Beauty-

粋を極めるが如く

-Enhance sophistication-

笑とは和を願う心

-Wishing for harmony-

此れ即ち宝也

-This is a treasure-



What is "Bisuihou"?



As Bisui Shoho is deeply involved in the development of children through our childcare business, we want to help children and young people who will lead the future to learn not only about new things, but also about the value of traditional culture that has been nurtured and cultivated in Japan. Japan also has beautiful nature that changes with the seasons. There are many things such as "language," "flower arranging," "tea ceremony," "Noh," "traditional performing arts," and "festivals." Among them, the beauty of Japanese architecture, the ingenuity to make life comfortable, politeness, kindness, and hospitality... "Beauty" is not just beautiful, but also the "spirit of respecting harmony" that has been passed down from our ancestors. A smile is not only a "treasure" that puts people at ease, but can also heal and widen the circle.

To pass on to the future the good old traditions, beautiful spirit, and respect for harmony that have been passed down from our ancestors. I want children's futures to be bright and the world to be filled with smiles. A project where a single drop of water spreads ripples, connecting cultures and creating together with many people in a future where the world is closer to us.

It is a brand that is spreading from Amagasaki to all over Japan and then to the world.



Okinawa's traditional musical instrument, the sanshin

The neck, which is the most important part of the sanshin, is made from wood such as ebony, and the price and tone vary depending on the type of wood. The body is made of a rubber wood frame over which artificial skin or real snakeskin is stretched, and the tone changes depending on how the skin is stretched and how tightly it is stretched.

The wood grain of the neck allows you to enjoy the beauty of the wood grain after the lacquer finish. As both a traditional musical instrument and a work of art, this is an item that tickles your fancy and makes you want to own it.



At Bisui Shoho, Nishijin-ori fabric is used for the waist wrap, enhancing the beauty of the sanshin and exciting the hearts of performers and spectators.

Please enjoy this collaboration that connects the spirit of Ryukyu with the spirit of Nishijin-ori in Kyoto.

The price range of sanshin varies depending on the material of the neck and body.

Please contact us for more information.

It is also possible to wrap your own sanshin in Nishijin style.

Traditional beauty that connects the spirit of Nishijin and Ryukyu



Okinawa's traditional musical instruments "Shime Taiko" and "Paranku" drawstring bag

The familiar "Shime Taiko" and "Paranku" drums from Okinawa's Eisa have recently been gaining popularity overseas. Prayers for peace, respect for our ancestors...

For Eisa performers, the shime-daiko drums and paranku are of utmost importance.

We want to protect this precious instrument with Nishijin. This drawstring bag was born from that idea.

A wool blanket is placed on the inside to protect the drum skin from dryness and moisture.

Each item is carefully handcrafted by a craftsman. We hope you enjoy them.



In addition to being a drum, it is also a convenient size to use as a drawstring bag to store your important items.



Traditional beauty that connects the spirit of Nishijin and Ryukyu

The Bisui Shoho brand concept involves incorporating traditional culture into everyday life, conveying traditional culture to children and young people, and linking it to the future. We offer items that will add color, excitement, and style to your daily life, such as smartphone cases, glasses cases, pouches that are convenient for short trips, and sachets that incorporate the traditional culture of incense.

It can be used for everyday use or as a gift, so please enjoy the beautiful gold brocade woven by Nishijin.

The shoulder strap of the pouch can be changed to your favorite shoulder strap by tightening the obi.

For Gift



A cute and cool item for going out or for your room



Bisui Eho is available at the following locations:

「The Houka series. Part of the Saika series」
Shinjo Workshop Nago Sales Office
789-1 Taito, Nago City, Okinawa, 905-1147

「The Saika series」 <https://ryubu.world/>
Sakura Ryubu Costume Shop
29-14 Nakaharacho, Misato, Okinawa City, Okinawa, 904-2156

Common 「Hokke series. Saika series.」
Bisui Eho Official Site
<https://www.nikomamaclub.com/bisuiehou/index.html>

「美粋笑宝 - Bisuiehou- 」 Click for Emai: info@bisuieho.jp

Nikomama Club Co., Ltd. 3-28-14 Kaminoshimacho, Amagasaki City, Hyogo

For inquiries, please contact our staff. Email: bisuiehou@gmail.com

