

## Brief Company Outline



**"A gobsmacking array of world design talent liberally applied across quality super-limited-edition tees, folded and displayed neater than sushi rolls to be sold for refreshingly realistic prices." - T-World**

### Company Information

Founded in 2001, graniph pioneered a new culture of fusing art and fashion on the timeless medium of the T-shirt. From its first store in Tokyo's trendy Shimokitazawa neighbourhood, graniph has blossomed to over 70 specialist T-shirt stores spread throughout Asia, as well as an online store bursting with artist information and new designs.

### Limited editions for constant change

graniph prides itself on producing unique limited edition T-shirts which appeal to our customers' individuality. During the cooler seasons graniph produces roughly 100 new designs a month. And when the temperature rises, so does graniph's output. In the summer months graniph releases up to 150 new designs each month, so our customers are always sure to find fresh designs each time they check out graniph.

### Interaction as a creative principle

Of course, many people wonder how graniph maintains such a constant flow of high quality output. The answer lies in graniph's collaborative design process. In addition to our in-house designers we collaborate with both up-and-coming and established artists from around the globe. Innovative collaborations with a range of musicians, films and magazines adds further depth to the graniph collection.

### graniph as a creative exchange platform

To introduce all of our collaboration artists to a wider audience, we regularly update their profile and promote their latest projects on graniph.com.

## Product Information

To present all designs in the most tasteful and stylish fashion we select the most appropriate printing technique for each design. These techniques include silk screen, half-rubber print, puff suede, bleach, embroidery, metallic foil and photo print methods.



## Artist Information

graniph maintains a constant flow of high quality designs through its ongoing collaborations with talented artists from around the world. We are continuously searching for new innovative artists and graniph has subsequently become known as a platform for some of the world's foremost up-and-coming designers. Our [online artist database](#) is a good place to discover interesting artists and we are planning to expand our activities in this area to support the development of artists and designers worldwide, leading to more interaction, collaboration, creativity and fun.

Using T-Shirts as the medium, our stores are ever evolving galleries of illustrations, photography and typography.



Archigram



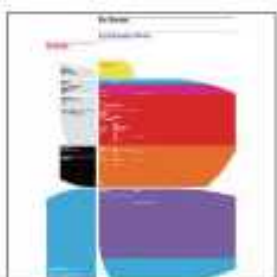
Bruno Munari



Joseph Müller-Brockmann



Michael Kenna



Build



Vasava



Stephane Marrel



Alex Romano

## Collaboration Projects

graniph collaborates with a wide range of partners from all aspects of the media spectrum. Furthermore, graniph strives to promote special events in the creative arts field.

Recent collaborators include: Archigram; legendary typographer Emil Ruder; [Hakone Open Air Museum](#) (with 11 Japanese Artists/Architects including Tezuka Architects); [Japanese Designers Project](#) (with 24 legendary Japanese designers); the design magazine grafik; LOVEFOXX, designer and lead singer of the 'girls disco punk band' CSS; The Pixies movie loudQUIETloud; the Hong Kong based [design magazine IdN](#).

## International Press

graniph has been featured heavily in both the Japanese and international press. Our wide range of designs and collaborations, as well as events such as our annual Design Award, have led to graniph being featured in all forms of media world wide. graniph is often perceived as a young emerging company which fuses art and fashion to create new innovative trends.

## Store Information

graniph has over 80 stores in Japan as well as stores in Taiwan, Sydney, Hong Kong and Singapore. [The store list can be viewed here.](#)

