

# Long LIFE Story



Real gems with  
which to spend your life

NAMBA PARKS

# A journey of discovery, encountering real gems that will become part of your life

## The Story of Lifelong Items

Things you will want to keep for the rest of your life.  
Items that are just right for you. These are “real gems.”

Products made carefully with their users in mind  
to gratify the desires of people with long experience of life.

Items for people who set their own standards of choice,  
and want to cherish them for the long term.

Finding these “real gems”  
brings us moments of elation  
and times of relaxation.

At Namba Parks,  
we want you to find things, places, and individual lifestyles  
that will stay with you your whole life long  
while enjoying making fresh discoveries and having new conversations.  
It is in this spirit  
that we offer you the opportunity  
to find some “real gems.”

photo: Kiyoko Eto

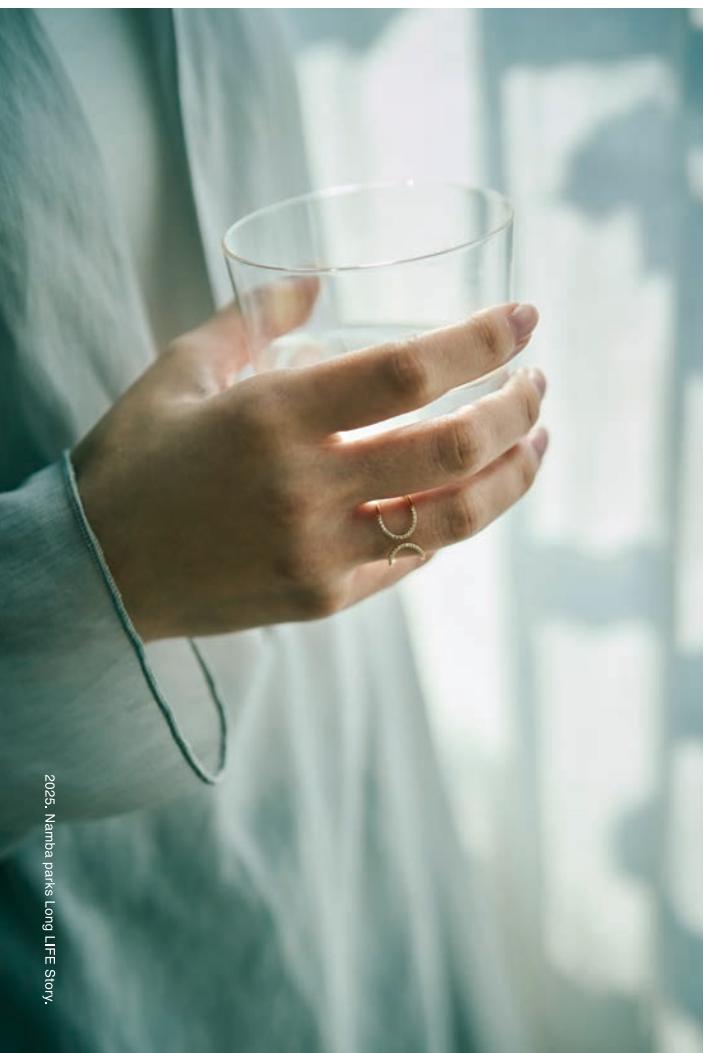




## Wearing beads of light gives beauty to your actions

The moment you put this on our finger in the morning, the day switches on. Your back imperceptibly straightens, and just holding a glass becomes a beautiful act. This ring of spun diamonds in the tiniest of pavé settings creates the impression of a piece of art consisting of a chain of beads of light. For all its simplicity, the design also carries a hint of playfulness, and is so lovely both to wear and to behold that just to look at it is to feel your spirits rise. It's the perfect item not just for special occasions, but for every day.

[K18YG Particle Ring](#)  
103,400 yen (tax included)/3F Ete



A globally beloved masterpiece  
that stands the test of time

This chair, with its graceful curves that make it virtually a work of art, is the Y Chair, a globally beloved masterpiece designed by Hans J. Wegner that was first produced in 1950 and will last its owner their whole life. The deeply stained walnut becomes even more attractive over the years, and perfectly complements both flooring and tatami. Sitting by the window on a fine weekend, slowly turning the pages of a book with a glass of wine in hand – it is times like this that make every day special, is what this chair has to tell us.

[CH24 Wishbone Chair, Walnut, Oil, Natural Paper Cord](#)  
227,700 yen (tax included)/2F ACTUS

## Japanese traditional pattern adds flair to your sophisticated everyday

Houndstooth tuck pants designed with the greatest attention to their thread and cloth convey a Japanese esthetic. The elegance of the colors of the interwoven indigo and beige threads and the drape of the smooth twill stand out beautifully in every situation. One of the attractions of natural indigo is that its texture develops the more you wear it. Houndstooth is an evergreen pattern that befits both special occasions and ordinary use, making it the perfect addition to your everyday wardrobe.

Indigo Houndstooth Tuck Pants 22,000 yen (tax included).  
jacket, tops, shoes, and socks, not included./3F PALLAS PALACE



05



06

Functional beauty and high quality.  
A signature product  
to fill you with confidence

Brady was established in the English city of Birmingham in 1887. With its glossy, smooth twill fabric, exquisite stitching, leather piping, and designs that complement both casual wear and elegant apparel, this brand has been a favorite of the British royal family and famous celebrities. The STOUR bag was made originally as a fishing bag, and still has the large ring from which a landing net would have hung. Knowing this back story will make you love it even more. This bag embodies the functional beauty and high quality befitting its designation as a signature product, and will make its users both proud and confident.

Brady STOUR 49,500 yen (tax included)/3F Bshop  
Other/Stylist's own goods



# “Real gems”

are those things we want to continue using for always

Photographer

Kiyoko Eto



Born in Osaka in 1976.

Now based in Tokyo, where she takes photographs mainly for magazines and books. Her photographs cover a wide range of genres, including people, food, and travel.



(1)



(2)



(3)

Kiyoko Eto, responsible for the photography of this book. She's a photographer whose depictions of scenes from daily life capturing everyday situations and snapshots of her travels are popular on social media, and who enjoys her own style and way of life. We asked her about finding she likes, and her rules for choosing things.

**Fond of everyday tableware created by artists, antiques, and pots and pans**

Kiyoko Eto was born in Higashi-Osaka, and today, based in Tokyo, takes photographs for publications including magazines and cookbooks. Having seen

items made from good-quality materials on a daily basis as part of her job as a photographer, she says she gradually developed an affection for everyday tableware. “My latest fancy is for white porcelain, so everything I’m buying is white. I often go to Korea, both privately and for work, so that may also have influenced me, but I do like to see a white bowl making meals look more appealing.”

She also likes antiques, and says she often buys old tiny *mamezara* plates and tableware that conveys traditional Japanese techniques. “I’m crazy about artisanal hand-made tableware, but I also like buying kitchen implements, so apart from tableware I tend to buy mostly

cheaper stuff,” she says, pointing to a photograph of some aluminum pans she bought on a market in Korea. “For everyday things like boiling eggs or spinach, I only use lightweight pans. In fact, I use them so much that they eventually become dented and I feel thoroughly sorry for them, but I think that’s also part of their charm. These pans weren’t at all expensive, but they do have their own appeal.”

**One-off finds come unexpectedly**

The basket piled with Japanese teacups was a one-off find, she says. “It’s an artist’s piece woven from akebia vines,

and when I use it I think I’ll cherish it for the rest of my life. I found it in a household goods shop near my home. The shop has a great selection of well-designed items, mainly tableware, and sometimes I’ll find something like this there unexpectedly. I’ll buy things from there just because it’s a shop that I trust.”

She found the teacups in the basket nearly 20 years ago in an antiques shop she was visiting as a photographer. “At that time I was still living with my parents, so I had no need to buy tableware, but I thought the day might come when I would need them, and bought, not one, but two teacups! Today they’re coming in really useful, so I’m glad I bought them.”

Eto lives with her husband. “We each travel a lot, both on trips and for business, and don’t get to see that much of each other, so we always try and eat breakfast together. And I do find sometimes that if I don’t eat breakfast, I don’t have any energy. So at breakfast time I try and cook delicious rice in an earthenware pot.”

**A relaxing place surrounded by favorite things**

Eto often edits her photos in her home. She says that when she finds herself feeling tired, she goes into the kitchen. “I get away from my computer in the office and go and wash the dishes, or if I feel a bit hungry, I’ll eat natto on rice. The kitchen has a window, which makes it pleasant, and perhaps it’s the place where I can most easily relax.”

As all the kitchen utensils are things she’s chosen herself, Eto thinks that perhaps being surrounded by her favorite things is reassuring. “I really don’t have very much stuff, but I’ve made my own decision that having a lot of things in the kitchen is fine,” she laughs.

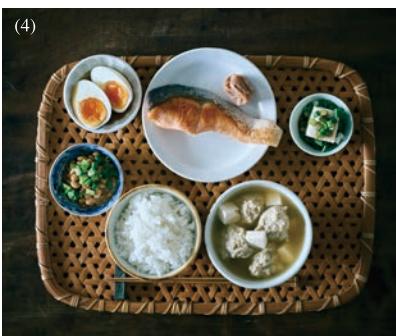
What Eto enjoys is the “pots and pans patrol.” “I can’t help using the things I like best, so I try and think ‘I should really use this bowl today.’ And if there are things I still don’t feel like using, I wonder if I can get rid of them, saying to myself ‘There are only two of us in this household: are we really ever going to use a four-person casserole dish?’ That’s what I do on patrol.”

Perhaps, “real gems” are the things that are important to us individually

On her patrol, Eto also notices things that she wants to keep on using for the rest of her life. “I use this bamboo woven tray every day, and in one place it snapped. I took it back to the shop where I’d bought it, and they said they could repair it, and they did put it right. Look here, I think the pattern is different, but this is also part of its charm. I want to take care of it and carry on using it in future.”

Eto thinks that even items that aren’t expensive but which are dear to us may be “real gems.” “I have plenty of things that I want to treasure for always. Those teacups I just showed you, I think that if they break I’ll put them back together with gold. Though I’ve never tried *kintsugi* before” she says with a chuckle.

“Real gems” are those things that we love and want to keep on using. Being honest about our own feelings when we choose items may help us create spaces and times in which we feel comfortable.

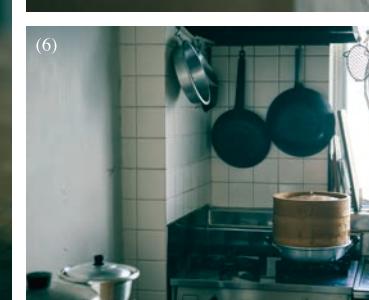


(4)

(5)

“You could stick flowers in it, or use it to hold kitchen implements” says Eto of the white enamel measuring cup she chose at Bshop. “I like the pouty shape, too.”

**LABOUR AND WAIT I  
ENAMEL MEASURING JUG WHITE 7,700 yen  
(tax included)/3F Bshop**



(6)



(1) Aluminum pans of varying sizes bought in a Korean market. (2) The sturdy akebia vine basket is a lifelong item. (3) The kitchen is a space where she can relax, surrounded by her favorite things. (4) The bamboo tray that she had repaired is used every morning. (5) Lately she’s taken a fancy to collecting white tableware. (6) Her favorite pots and pans that she wants to continue to cherish.

**Long LIFE Story**

## Taste the joy of cooking with a “real gem” beloved of chefs

Staub's Pico Cocotte casserole dish can be chosen as something to treasure for many years. Originally produced for chefs, it combines the skills of traditional artisans with the very latest technology to enable you to enjoy professional flavors easily in your own home. This dish brings out all the flavor of the ingredients in a deliciously superb way, making the time spent on simmering a pleasure. Putting together a quick meal can also be fun, but sometimes you want to take the time to enjoy the experience of cooking to the full.

Staub Cast Iron - Round Cocotte 20cm gray 30,800 yen  
(tax included)/5F ZWILLING J.A. HENCKELS

Other/Stylist's own goods



## Simple, impressive dishes for a welcoming table

Getting ready to welcome visiting friends at the weekend – preparing to cook special meals, considering the tableware in which to serve them – is a pleasure in itself. Our choice for such occasions is these serving dishes in muted ivory and navy. Produced by the Maruasa Porcelain Factory, which has been in business for over a century, and Urban Research Doors, their simple yet impressive shapes set off their contents perfectly. They are bound to enliven conversation among the smiling faces around the table.

Comfy series bowl 1,320 yen (tax included), bowl  
18cm 1,760 yen (tax included), plate 15cm 1,320  
yen (tax included), plate 19cm 1,540 yen (tax  
included), plate 23cm 1,870 yen (tax included)  
/T-terrace 2F URBAN RESEARCH DOORS  
Other/Stylist's own goods



Enjoy the “time and effort”  
spent on the Japanese traditional  
pickle-making process

You've always wanted to give it a try, but never quite got round to it. Now this bran pickling container gives you the chance to start making *nukazuke* pickles. The fetching combination of white enamel and wooden lid makes it right at home in the kitchen, and the rounded corners for easy mixing are another nice touch. The manufacturer, Noda Horo, has a history dating back more than eight decades, and their odor-resistant utensils will be treasured for many years. You'll enjoy taking the time to stir pickles in this pickling container as part of your daily life.

Enamel Container for Storing Easy-to-Stir Nukazuke Pickles  
[8,800 yen \(tax included\)/5F Nakagawa Masashichi Shoten](#)



Peerless materials and design  
from a town famous for jeans

This apron, with its delightfully crisp texture, comes from Kojima in Kurashiki, a city known for its jeans. It is made with indulgent high-thread-count linen, dyed to provide a fine finish. While amazingly lightweight, its smart design is based on European workwear. Care about the parts that people won't see, and choose something well-made just for yourself. It's a simple thing, but one that will make you feel your lifestyle has gone up a notch.

[juicy apron 12,100 yen \(tax included\)/5F Basic and accent  
Other/Stylist's own goods](#)



## A one-off find born of traditional skills

With its smooth wood surface and expressive leather, the simple design of this card case stands out, making the action of taking out a *meishi* business card into a beautiful movement. It is made using the traditional skill of *kiji* woodturning, one of the processes in the production of *Echizen shikki* lacquerware. Because the grain of natural wood varies depending on where it is cut from, each item is completely unique, and the changes over time in the wood and leather are also a source of pleasure. Have your initials or name carved into the case, and treasure this real gem over the years.

[Flap Card Case 11,550 yen \(tax included\)/5F Hacoa DIRECT STORE](#)

## Feel the artisanal skill and passion with your own fingers

When you need to send a warm message, you'll want to choose this pen. The vibrant orange represents the sunlit landscapes of southern Italy at noon, and the navy the color of the sky at sunset. Though at first glance it may look a little flashy, pick it up and it feels so right in your hand that you'll be lost in admiration. The body, carved with the practiced skill of the artisan, has all the playfulness and glamor you expect of an Italian product, enabling your words to flow naturally and smoothly onto the paper. Write each word courteously with your correspondent in mind, and think about what you want to say with even greater care than before.

[Leonardo Officina Italiana Momento Zero Collection Tramonto CT Ballpoint Pen 33,000 yen \(tax included\)/  
5F Pele Penna](#)





## Made in Japan to snuggle your bare feet

On cold days, socks that keep your feet warm are an absolute essential. These room socks are knitted in Nara, Japan's top sock-producing region. The surface is wool, but the lining which touches the skin is made of pile knit, and its fluffy softness the moment you put them on your feet is a feeling of pure joy. They are deliberately made quite long so that they won't constrict your ankles. You can feel their high-quality warmth, thanks to the attention to detail you expect of items made in Japan and the practiced skills of the artisans who make them, spreading into the depths of your being.

Fluffy socks with triple pile backing 2,420 yen  
(tax included)/3F KUTSUSHITAYA

Other/Stylist's own goods



## Wear the texture of natural materials with the beauty of air

Done with work or chores for the moment, draw a breath of relief. Drape this chunky cotton knit scarf around your shoulders, and enjoy the characteristic feel of the natural material. Soft and smooth, with an airy, gentle warmth, it feels so lovely it'll become an essential. Add the finishing touch by loosely tying back your hair with the beautiful fine-knit scrunchie, giving you an even greater sense of freedom. With exactly the right balance between simplicity and playfulness, it's the perfect accompaniment for a grown-up wardrobe.

Cotton wool knit scarf 18,700 yen (tax included),  
knit scrunchie 7,260 yen (tax included)/2F Her  
Other/Stylist's own goods





## Beauty serum with fragrant natural essential oils for moist, healthy skin

The biting cold of the wind makes your skin tighten and your heart contract. This whitening\* beauty serum has double active ingredients with a blend of ten different plant extracts to comfort your poor skin at during this change of season. With its lush texture that soaks easily into the skin, it helps give your complexion a clearer, brighter appearance. The moment you take some on your palm, the flowery fragrance of the lavender and chamomile essential oils unfurls in anticipation of a quiet moment of skin care, just between you and your own skin.

[Quasi-pharmaceutical product] Medicinal Whitening Smooth Serum Lavender/Chamomile Fragrance 32 ml.

3,800 yen (tax included)/3F MARKS & WEB

\*Whitening: suppresses melanin generation, preventing blemishes and freckles

Brand name: Medicinal Whitening Moisture Essence TG-A

## Snuggly comfort in a uniquely Japanese style

Hotel-Style Towels have long been among the best-sellers of a towel manufacturer boasting a 60-year history and are carefully woven in Senshu, one of Japan's leading towel-production areas. As their name suggests, they are made from slightly thick cotton with a rich, soft feel, and their high absorbency and quick drying make them the ideal towel for everyday use. Choose your favorite colors from among the smoky shades to complement your interior décor. These towels are more than just soft, they seem to snuggle up to you; and their snuggliness brings a gentle comfort to your daily life.

Hotel Style Towel Series, Hand Towel 451 yen (tax included), Face Towel 690 yen (tax included), Bath Towel 1,980 yen (tax included)/  
3F TOWEL FACTORY HIORIE





## A blissful feel that creates happy moments

Put on this attractive fox cashmere, with its long, fluffy pile and opulent materials, and go out into the verdant garden. It is made from a blend of cashmere and high-quality fox fur from the northeast coast of China, an area well known for its production. Silky against the skin and with a glossy luster, when dressed up with accessories it makes a gorgeous impression. One of these sweaters, made from the finest materials, will give you many happy moments in daily life.

[Fox Cashmere Crew Neck Knit 25,300 yen \(tax included\)/  
2F UNITED ARROWS](#)  
Other/Stylist's own goods



## Go through the world in a famous family tartan

This pleated skirt is made from a tartan specially selected from among the many produced by O'neil of Dublin, a famous family factory in Ireland with a history dating back over 150 years. The supple, high-quality wool is beautifully lustrous, and despite its crisp, clean appearance the skirt has a specially designed elasticated waist, so you can enjoy its traditional style in a relaxed way. This traditional pattern has been treasured for generations, and you'll want to continue wearing it for many years.

[O'neil of Dublin Wool Quilted Pleated Skirt  
38,500 yen \(tax included\)/3F AIDA general store](#)  
Other/Stylist's own goods





#### PARKS GARDEN

is a “third place” for you as you travel through life.

Although Namba is right in the city center,

it has been designed with the aim of achieving a sustainable city  
that is environmentally friendly, where nature and people can coexist.

Let your spirit be healed by the songs of forest birds,  
and be empowered by the trees that shine green in the sunlight...

Taking pleasure in the natural world through all five senses,  
and coexisting with nature,  
invites us to become more natural and more truly ourselves.

Amid the greenery, give a thought to the future.

#### PARKS GARDEN

nurtures moments of fulfilment, together with you.



# Moments of fulfilment, together with you



