Patina Unveils an Exclusive Capsule Collection, Reimagining the Timeless Japanese Art of Sashiko Through a Contemporary Lens



[Sashiko Gals x KUON x Patina Collaboration Bucket Hat]

SASHIKO GALS × KUON × Patina Exclusive Collaboration to Launch Globally on 16 September

Patina Hotels & Resorts is pleased to unveil an exclusive capsule collection created in collaboration with SASHIKO GALS and KUON. Based in Otsuchi, Iwate Prefecture, SASHIKO GALS is a collective of artisans dedicated to expanding the possibilities of Sashiko, the traditional Japanese art of decorative stitching, while KUON is a

Japanese fashion brand that reinterprets the enduring value of Japanese tradition and vintage textiles through contemporary fashion.
Created exclusively for Patina, this global collaboration will launch on 16 September 2026 at Patina Osaka and Patina Maldives, followed by Patina Tianjin when it opens.

Where the Artistry of Sashiko, Contemporary Creativity, and Patina's Sensibility Come Together in Harmony.



At the heart of this collaboration is a shared commitment among the three partners: to honour cultural traditions and craftsmanship passed down through generations, while carrying their enduring value into the future through a contemporary perspective.

SASHIKO GALS traces its roots to the Otsuchi Sashiko Project, launched in Otsuchi, Iwate Prefecture, in 2011 to support recovery efforts following the Great East Japan Earthquake. To highlight the value of the Sashiko skills cultivated by its artisans over many years and explore their potential further, the project entered a new chapter as SASHIKO GALS in 2024, with the support of MOONSHOT Inc., the company behind KUON. Today, women ranging from their 40s to their 80s apply their Sashiko skills to the creation of a wide range of pieces.



[Sashiko Gals and Mr. Arata Fujiwara]

SASHIKO GALS preserves the tradition of Japanese Sashiko while bringing a contemporary sensibility to the craft and exploring new possibilities, while KUON reinterprets culture through its own distinctive perspective. Together, these three perspectives have given rise to a collaboration that transforms creativity and design passed down through generations into new forms of expression through a contemporary lens.

Shinichiro Fujiwara, founder of KUON and one of the driving forces behind the launch of the SASHIKO GALS project, comments on the collaboration with Patina:

“This collaboration brings together the exceptional craftsmanship of SASHIKO GALS, the creative vision of KUON, and Patina Osaka’s commitment to creating experiences that connect people and culture. Through products that reinterpret the traditional Japanese art of sashiko for contemporary lifestyles, we hope guests will discover the stories of the region and the dedication of the artisans behind each piece. We believe that simple feelings such as ‘This is beautiful,’ ‘This is inspiring,’ or ‘I’d love to try this’ can spark a deeper appreciation for Japanese craftsmanship and culture, creating meaningful connections between people, communities, and traditions, and helping carry these values into the future.”

This collaboration embodies Patina’s philosophy of “Transformative Luxury”, creating meaningful encounters with people, places, and cultures.

A Capsule Collection Created for Patina



[Sashiko Gals x Kuon x Patina triple-branded logo]

Building on pieces from the SASHIKO GALS × KUON collection, the capsule features a Sashiko colour palette specially designed for Patina. Shades of white, blue, coral, yellow, and tan, inspired by Patina's distinctive aesthetic, are incorporated into the Sashiko threads, with each piece meticulously stitched by the artisans of SASHIKO GALS. Each piece also features the SASHIKO GALS × KUON × Patina triple-name logo.

The collection comprises two styles: bucket hats in white and grey, and a sacoche in black. The variations in Sashiko stitching give each piece its own unique character, reflecting the individuality of handcrafted work. Every item embodies the craftsmanship of its maker, thoughtful design, and the shared respect for craft that unites all three collaborators.



To coincide with the launch, Patina's editorial platform, "Imprints", features dedicated content spotlighting SASHIKO GALS. Through an interview with Shinichiro Fujiwara, founder of KUON, who is closely involved in the launch of the SASHIKO GALS project, the feature explores the origins of the project, its work with artisans in Otsuchi, Iwate Prefecture, the craftsmanship passed down through generations, and the collaboration with Patina.

[Product Overview]

Launch Date: 16 September 2026

Product:

SASHIKO GALS × KUON × Patina Collaboration Bucket Hat

Price: JPY 25,300 each (incl. tax)

Colours: Patina White / Patina Grey

Size: One Size



Bucket Hat (White)

SASHIKO GALS × KUON × Patina Collaboration Sacoche

Price: JPY 16,500 (incl. tax)

Colour: Black



Sacoche (Black)

Available at:

Patina Osaka

Patina Maldives

Patina Tianjin (*Available following its opening this autumn)

※End dates for sales may vary depending on product availability.

※The sales period and product offerings are subject to change without prior notice.

※Prices shown include consumption tax and service charges.

ABOUT SASHIKO GALS

SASHIKO GALS is a collective of artisans based in Otsuchi, Iwate Prefecture, dedicated to carrying forward the traditional Sashiko techniques of the Tohoku region. Building on the skills cultivated through the Otsuchi Sashiko Project, which was established in the wake of the Great East Japan Earthquake in 2011, SASHIKO GALS was launched in 2024 with the support of MOONSHOT Inc., the company that operates KUON.

Today, women ranging in age from their 40s to their 80s draw upon years of craftsmanship, applying Sashiko stitch by stitch to clothing and a variety of other pieces. Beyond preserving this traditional technique, they breathe new character and value into items that are no longer in use. Through encounters with fashion and culture, SASHIKO GALS continues to explore and share new possibilities for Sashiko.

SASHIKO GALS Project
https://kuon.tokyo/ja/pages/sashiko-gals-project

ABOUT KUON

KUON is a Japanese fashion brand founded in 2016. Its name derives from the Japanese word “Kuon”, meaning eternity, reflecting the brand’s pursuit of timeless beauty while embracing the histories and cultures embedded in vintage garments and textiles from around the world.

Guided by the philosophy that “new things eventually become old, but beautiful things remain beautiful forever,” KUON reinterprets materials and traditional techniques, including Sashiko and BORO, through contemporary design. Through its creations, the brand seeks to bring together what is “cool” with a commitment to social good.

KUON
https://kuon.tokyo/

ABOUT PATINA HOTELS & RESORTS

Patina Hotels & Resorts pioneers a fresh perspective in luxury lifestyle. From Patina Maldives, Fari Islands, to Patina Osaka and upcoming openings in Tianjin and Sanya, Patina invites conscious travellers on the Perpetual Journey—guiding guests toward connection, wellbeing, growth, and nourishment through transformative experiences. As destinations within destinations, makers and guests co-create culture through art, music, and design. Collective expression becomes Infinite Imprints—enduring memories of shared creativity.

For more information, please visit: https://patinahotels.com/osaka/ja

Instagram @patinaosaka | LinkedIn @patinahotels

ABOUT PATINA OSAKA

Situated between the historic Naniwa Palace ruins and Osaka Castle, Patina Osaka invites mindful explorers to experience transformative luxury redefined through the lens of conscious living and creative expression.
Rising 20 stories above Osaka, the "City of Water," the sanctuary stands as a symbol of sustainable beauty. Aged copper, carefully selected timber, and flowing water come together to tell a story of time while honouring both the earth and artistry.
The hotel's 221 meticulously designed guestrooms reflect the Japanese appreciation for the seasons, creating harmony with the rhythms of nature. Guests can also experience Restaurant P72, which offers micro-seasonal cuisine using seasonal ingredients to tell the stories of local artisans and the region's bounty, as well as a dedicated listening room where music becomes meditation through speakers crafted by sound pioneer Devon Turnbull (OJAS).
Patina Osaka is a hotel for guests seeking not only a place to stay, but also a place for meaningful growth — where heartfelt luxury, artistic sensibility, sustainability, and refinement come together.

For more information, please visit: https://patinahotels.com/osaka/ja。
Instagram @patinaosaka | LinkedIn @patinahotels