

Junmai Daiginjo Urakasumi “M”

Ken Hikofu is a New York-based Creative Director and Designer who creates a large number of collections and designs (Concept, Product, Graphic, Fashion, Dinnerware, Glassware, Furniture, Bedding) for the likes of Frette, Ralph Lauren Home, CK Home, Kate Spade Home, Wedgwood and also many Iconic Fashion Brands for over twenty-six years. He was also hand-picked to design the official poster and original handkerchief mementoes for the APEC Japan 2010 Senior Officials' Meeting in Miyagi Prefecture, Japan.

Also he designed the new packaging and label for Urakasumi “M” Junmai Daiginjo Sake and incorporated the capital “M” which represents Miyagi prefecture along with the fine bush clover and the beautiful scrollwork not usually found on traditional sake packages.

He successfully captured both the essence of the city as well as the tradition of the sake in his design. This limited edition ultra premium sake is the pinnacle of achievements and is only available in NYC at the moment at Astor Wine and Sakaya as well as high-end Japanese restaurant in NYC. Among them are Michelin star, Kyo Ya, Kajitsu, Hirohisa and Hakubai at The Kitano Hotel, Sushi of Gari, 15 East, Yakiniku Futago, Japanese Brasserie ROKI Le Izakaya.



Best regards,

Creative Director/Designer Ken Hikofu

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純米大吟醸 “M”

浦霞における限定醸造の最高級酒「純米大吟醸」の魅力の世界に発信するため、宮城県仙台市出身でニューヨークを拠点に活躍するクリエイティブ・ディレクターken Hikofu氏がボトルラベル、パッケージを新たにデザインいたしました。宮城の県花「ミヤギノハギ」と宮城県の「M」をモチーフとして、伝統的なスクロール模様と組み合わせた、従来の日本酒のパッケージにはない優美なデザインで、宮城の酒造りという匠の技を世界にアピールしています。この「純米大吟醸 “M”」は2014年3月より、厳選されたニューヨークの高級和食レストランで先行販売し、現在ロンドン、そして日本国内での一部のイベントにて販売し、好評を得ています。

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