



City of Kyoto

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Ms. Kim Kardashian West
Kimono Intimates, Inc.

Dear Ms. Kim Kardashian West,

I am writing this letter to convey our thoughts on Kimono and ask you to re-consider your decision of using the name Kimono in your trademark.

Kimono is a traditional ethnic dress fostered in our rich nature and history with our predecessors' tireless endeavours and studies, and it is a culture that has been cherished and passed down with care in our living. Also, it is a fruit of craftsmanship and truly symbolizes sense of beauty, spirits and values of Japanese.

In recent years, we see not only Japanese but also many foreign tourists wearing Kimono and strolling around in Kyoto and cities in Japan. It is a proof that Kimono, that we are proud of as our traditional culture, is loved by people from around the world.

We are currently undertaking initiatives nationally to make "Kimono Culture", symbol of our culture and spirits, registered to UNESCO's Intangible Cultural Heritage list. We think that the names for "Kimono" are the asset shared with all humanity who love Kimono and its culture therefore they should not be monopolized.

I would like you to visit Kyoto, where many Japanese cultures including Kimono have been cherished, to experience the essence of Kimono Culture and understand our thoughts and our strong wish.

Yours Sincerely,

門川 大作

Daisaku Kadokawa
Mayor of Kyoto