

From Kamakura to the World: The Japanese Brand Rewriting the Rules of Apparel

Tuesday, September 23, 2025 | 12:45 – 1:45 PM
Room 540, Geffen Hall, Columbia Business School



Featuring:

Nanako Sadasue, President and CEO, Maker's Shirt Kamakura Co., Ltd.; President and CEO, Kamakura Shirts New York Co., Ltd.

Moderator:

Ryoko Ogino, Managing Director; Co-Founder, Japanese Management Leadership Program, CJEB

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Ms. Sadasue presented the background of Kamakura Shirts and discussed the company's goal to globalize, with expansions in places like New York. She shared her perspective regarding the value of a fully domestic "Made in Japan" supply chain—from cotton cultivation through final sewing. She explained the company's strategy behind a no-promotion model and its impact on brand equity, pricing integrity, and inventory management. This event was part of the Japanese Management Leadership Program.