

Summer 2011, launch of the new Cao Maru!

h concept are pleased to announce the launch of the new Cao Maru, for those amongst us who have been feeling a little blue, a little stressed, a little out of touch with ourselves.

What is Cao Maru?

First launched in 2004, Cao Maru is the result of a design collaboration with Makiko Yoshida. Once touched you just can't let go, the Cao Maru was a hit not only with Japanese followers but also in a large number of select shops around the world, starting with MOMA in New York. The white version was followed by the brown in 2007, now to be joined by the "vegetable" range.



D-600-EG

Cao Maru Eggplant

Size : W45xD45xH122mm/96g

D-600-GP

Cao Maru Green Pepper

Size : W47xD56xH72mm/103g

D-600-TM

Cao Maru Tomato

Size : W57xD62xH52mm/105g

Official Image Webpage:

http://www.plus-d.com/caomaru_object/



Material : Polyurethane
Made in Japan

Designer Profile



Makiko Yoshida

I was born on January 23, 1980. Now lives in Kanagawa Prefecture. I spent my childhood in Nature of Hokkaido.

I graduated from the Tokyo National University of Fine Arts and Music the Department of Design in 2003.

My special ability is memorizing people's face. (But, I can't memorize their names.)

Now I am training about life...

Message

Do you smile every day? Do you cry? Do you get angry? Are you having fun? Are you busy? Trying really hard? Do you feel that you are getting your message across? Are you communicating your feelings to those around you?

+d is a message.

Right now, what objects are you sharing your life with?

"Nothing is more important than functionality and therefore convenience." "Good design and appearance are also important."

But at +d we aim to offer something else, a special +.

What makes us tick is the element of surprise, the fun, the warmth and comfort of well designed products.

Utilising the imagination and technical skills of Japanese designers we aim to breathe life into objects.

In this way, when you use our products, perhaps the ache in your shoulder will lessen, you may smile without really knowing why.. We want you to experience this kind of communion with our objects.

We want you to suddenly notice the beauty of the wild flowers at the side of the road that would normally pass by unseen, and display them in your room.

It is with that kind of feeling that we invite you to share your day to day with +d.

+d's message to you is "Smile!", "Don't overdo it!", "Take it easy!"

+d Brand Profile

+d was created in 2002 by h concept around the central theme of utilising good design to create products that would enhance the pleasure and fun of everyday living.

Now sold in speciality shops around the world, we have added to the first hit product, Animal Rubberband, with a large number of popular lifestyle accessories.



Animal Rubberband



SPLASH



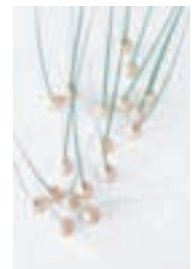
CAO MARU



Tube Doorstopper



GOONY



KUSA

h concept co., ltd. Company Overview

Company Name: h concept co., ltd.

Location: 3-24-8 Asakusabashi Taito-ku Tokyo 111-0053 Japan

Capital: 30 million yen

Established: February 5, 2002

Representative: Hideyoshi Nagoya

Employees: 15

Content of Buseiess: Planning, manufacturing, and wholesale of household-related goods. Wholesale importing of household-related goods. Design consulting. Importing agent.

Primary Clients: MoMA (New York), Habitat, Selfridges & Co (London and other cities), Guggenheim Museum Berlin (Berlin), Printemps Design (Paris), ACTUS Co., Ltd., I.D.E.A. International Co., Ltd., ITO-YA, George' s Furniture Co., Ltd., Sempre Design Co., Ltd., BALS Corporation, BEAMS Co., Ltd., Plazastyle Corporation, Recruit Co., Ltd., Wacoal Art Center, etc.

Inquiries about this press release may be directed to

Eastern Accent

191 Wayside Inn Road

Sudbury, MA 01776 USA

t: (0978)443-4308 f: (0978)443-0461 e: info@EasternAccent.com u: www.EasternAccent.com www.plus-d.us