

First event

Project BoleeGa's first event!
Live sewing & Second Line announcement event



BoleeGa
Fukuyama

See the craftsmanship up close!
Reproduction of
a Fukuyama sewing factory



The Show Case

OPEN | 11:00a.m. ~ You can enter and exit at any time.
CLOSE | 19:00 (17:00 Last admission time)

PLACE | RYOZAN PARK LOUNGE

Toho White Terrace 1F, 1-6-6 Sugamo, Toshima-ku, Tokyo

MAP ▶



Feb 18 (Sat)

Project BoleeGa What? SECOND LINE
Live sewing, order taking, and production event
& Second Line announcement event

19 (Sun)

TALK SHOW : Guest Mr. Masashi Miura

One lucky winner will receive
a pair of Miura Jeans made
by live sewing.

Project BoleeGa × OCEANS
Collaboration event

Those who have registered to visit on the OCEANS
official website will be eligible for the lottery to win
one pair of Miura Jeans. ▶



Everyone is welcome to come on either day.

Fukuyama City, the largest producer of denim in Japan and the only place in the world where all denim-related processes are completed within a radius of 20 km!

The first live sewing event will be held in Tokyo, bringing together denim artisans and equipment sets from Fukuyama City, Hiroshima Prefecture.

You are welcome to come even if you just want to know more about the new "denim experience" while enjoying Fukuyama craft beer and snacks.

Don't miss your chance to talk to the artisans and see their craft up close!

Click here for details

BoleeGa web



Program Common for 2 days

- Live sewing (fabric, patterns, cutting, ironing, sewing, trims, finishing / equipment. ..Reproduction of a Fukuyama sewing factory in Tokyo)
- Introduction of Project BoleeGa activities / Introduction of the Fukuyama area
- Project BoleeGa members, guest tailors, and guests chatting
- Purchasers on the day of the event will be able to take part in the production.
- We have goods from Fukuyama such as recycled socks, chairs, and denim corsages, etc.

Day 1 | Project BoleeGa

Announcement of the Second Line & order-taking, immediate sale, and production event

Second Line 297,000yen (tax included)
including contribution fee / Approximate production time for one pair : about 3 hours

To further expand our activities, and encouraged by the requests of our customers, we have finally created this semi-custom-made Second Line.

Customers' options: chose one style/ wide or straight, from 30 kinds of DENIM fabrics, stitch, pocket shapes, secondary materials, SANADA-HIMO (traditional ribbon), special story labels, Manufacture Tourism® factory tour invitation ticket included (When purchasers of Project BoleeGa's Second Line come to Fukuyama, We will guide you to manufacturing factories which related the denim. And more, be able to take part in your production.)

※All Project BoleeGa products include a "contribution fee" that is used to protect and foster the local textile industry.

Day 2 | Project BoleeGa × OCEANS Collaboration event

Announcement of the Miura Jeans & order-taking, immediate sale, and production event

Talk Show 11:30 ~ Mr. Masashi Miura × Project BoleeGa

- One lucky winner will receive a pair of Miura Jeans made by live sewing.
- After the talk show, Mr. Miura, Project BoleeGa members, guest tailors, and guests chatting.

Miura Jeans 79,200yen (tax included)
including contribution fee / Approximate production time for one pair : about 3 hours

Limited edition of 40 pairs! The model ordered by Mr. Miura himself will be produced by live sewing. This is a special price compared to regular semi-custom-made orders. Of course, each pair is made to fit the individual, so you get one that fits you perfectly.