



Introduction

イントロ

Niwaki brings the very best in Japanese design and craftsmanship, inspiring gardeners, chefs, creative types and anyone who enjoys the outdoors, to do the stuff they love, even better.

We source, design and manufacture an extraordinary range of fine garden and woodworking tools, kitchen knives and outdoor gear, priding ourselves not only in the pleasure it brings our customers, but also the knowledge and enthusiasm we share with them.

So raise your hori hori to the skies and join us, embracing Japanese craftsmanship, design and culture.







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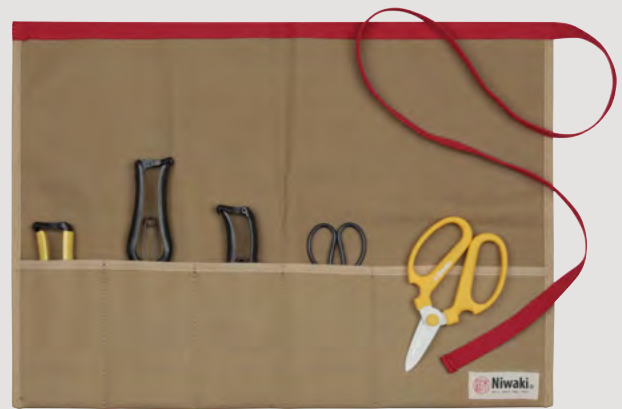
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1. Sentei Garden Scissors / 2. Kojima Denim Work Shirt / 3. Niwaki S-Type Clippers / 4. GR Pro Secateurs / 5. Golden Spade / 6. Sakimaru Roughcut Saw / 7. Niwaki Pouch / 8. Niwaki Tool Roll / 9. Niwaki Apron / 10. Tabi Gardener Boots / 11. Rabbit Hankerchief / 12. The Niwaki Cap / 13. Masashi Damascus Kitchen Knife





Portfolio

ポートフォリオ

From our operational HQ in Dorset, we sell online and distribute globally, supplying independent garden centres, lifestyle boutiques and retail businesses such as Anthropologie in the US, and The Conran Shop, Tate Modern and the Royal Academy in London. We build 5 star show stands at RHS Chelsea Flower Show, and have been featured in all the national newspapers and gardening press, as well as lifestyle publications such as Monocle.

We also work locally, welcoming visitors to our showroom – visitors who travel from all over the country, and beyond, especially to see us.

Our products range from under £10 to over £500, and on average, customers spend around £250, usually making return visits.





Background

バックグラウンド

Niwaki was founded by Jake Hobson, following time spent living in Japan.

Jake is an internationally recognised expert on Japanese pruning techniques and topiary, he's written two highly acclaimed books, he lectures and hosts workshops, and takes a hands-on approach to running the Niwaki business.





We are now seeking a showroom in London to expand our reach, bringing the Niwaki brand to a wider public and making a creative hub to share our ideas.

We are interested in quirky spaces with at least 500 sq ft on the ground floor in areas such as Shoreditch, Clerkenwell, Bloomsbury, Marylebone, Chelsea and Islington.

We can consider temporary or longer term arrangements, or freeholds to include additional office / residential space.

Please contact Richard Wassell to discuss any ideas on 07971 556 041, or richard.wassell@twentyretail.com



