



since 1940

Ongoing pursuit of quality

Persistence in artisans' expertise and materials

Our millinery is created by hand with total attention to detail. In the workshop at our Head Office, experienced artisans carefully select top-quality materials assembled from around the world to pair with the modern, chic hues called "Kobe colors." This involves repeated prototyping and tacking, with a total focus on beauty and natural fit.

Prioritizing customer's opinions

Since our foundation, we have always focused on listening to exactly what customers want. Our Head Office in Tor Road, Kobe, has a relaxing ambience that is reminiscent of a salon. Our wide-ranging millinery collection embraces formal, elegant, and casual styles, and we are happy to make alterations and create semi-custom hats. Your requests and opinions are immediately conveyed to the artisans in our workshop, where the feedback is reflected in the hats we create.

Unswerving reliability in any imaginable scene

We create a range of uniform hats, for clients including airlines and hotels. We have been involved in designing numerous hats that have garnered global attention, ranging from Olympic and Expo uniforms to millinery favored by the Imperial Family. The high regard in which our hats are held is illustrated by the fact that they have long been carried by department stores and specialty shops throughout Japan, thanks to their highly acclaimed elegant designs and reliable quality.



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A history of evolving tradition and sophistication

Origins

In 1940, Toshitake Watanabe founded the Maxim ladies' millinery store in Kobe. Having joined a millinery maker in Yokohama as a craftsman in 1929, he served as the manager of its Kobe branch. The expressions of dismay that greeted the company's decision to close the branch were what led to his founding Maxim, out of the strong desire to respond to customer's requests.

Disseminating millinery culture

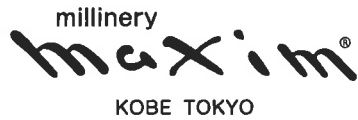
In 1957, we held a pioneering millinery fashion show in Kobe's Asahi Kaikan Hall. The Head Store show window and department store shows also served to make people aware of the latest styles. Today, the company presents two new collections every year.

Creation of uniforms for events such as World Expos and Olympics

At Expo 1970 in Osaka, we produced uniform hats for the Swiss pavilion and other clients, as well as a commemorative beret that was sealed in the exposition's time capsule. Since then, the company has been involved in making hats for numerous events such as the Olympic Games, Expos, and National Athletic Meets. At Expo 2010 in Shanghai, China, the company produced the uniform hats for the attendants at the Japanese government pavilion.

Commemorating Maxim's 70th anniversary

The year 2010 marks the 70th anniversary of our establishment as a specialty store that has always focused fully on hats. The company will continue to pass on its tradition while evolving to meet even more wide-ranging demand.



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Millinery culture from the city of Kobe

The Maxim ladies' millinery store was founded in the fashionable city of Kobe in 1940. The company has helped contribute to the development of millinery culture in Japan by conveying Western fashion and being the first in Japan to hold a millinery fashion show.

The name of the company derives from the English word "maximum," encapsulating the concept expressed by its founder Toshitake Watanabe of using the very best skills and materials to create hats, and providing customers with the very best in hospitality. This powerful sense of determination was passed on to the company's second president, Hiroyasu Watanabe, and remains unchanged today in the third generation.

Our hats are created from carefully selected, high-quality materials by experienced artisans. Our mission is to firmly maintain this tradition of producing the ultimate millinery, worthy of being called works of art, and to provide our customers with hats for any situation they may envision.

We will continue to press ahead with creating hats that befit the appellation of "Maison de Chapeau," striving to improve our designs and quality and to contribute to the development of millinery culture in Japan.

Yuri WATANABE

President



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Corporate Information

Company name: Maxim Co., Ltd.

Head Office: 2-6-13 Kitanagasa-dori, Chuo-ku, Kobe, Hyogo 650-0012, Japan

Tel: +81(0)78-331-6711

Fax: +81(0)78-331-9511

Website: <http://www.maxim-hat.jp/>

Tokyo branch: TOC Bldg. 11F, 7-22-17 Nishi-Gotanda, Shinagawa-ku, Tokyo 141-0031, Japan

Tel: +81(0)3-3494-3129

Fax: +81(0)3-3494-3132

Representative: Yuri WATANABE

Established: February 25, 1940

Settlement of accounts: Last day of February

Capital: ¥18 million

Financing banks: Sumitomo Mitsui Banking Corporation, Yamaguchi Bank, Minato Bank,
Bank of Tokyo-Mitsubishi UFJ, Shoko Chukin Bank, Banshu Shinkin Bank

Main customers: Approximately 60 business locations of leading department stores
throughout Japan, including Takashimaya, Daimaru Matsuzakaya, Sogo &
Seibu, Hankyu Hanshin, Keio, Tokyu, Kintetsu, Tenmaya, Izutsuya, Tokiwa,
Tsuruya, Odakyu, Fukuya, Entetsu, and Daiwa
Approximately 20 specialty shops

Number of employees: 60



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History

- 1929 Toshitake Watanabe begins his career as a millinery craftsman.
- 1940 Toshitake Watanabe establishes Maxim in Kobe.
- 1945 Started business with department stores.
- 1953 The business is incorporated.
- 1954 Head Office building (Tor Road) is completed.
- 1957 Held the industry's first millinery fashion show in Kobe's Asahi Kaikan Hall.
- 1965 Begins handling uniform hats.
- 1970 Produced uniform hats for Expo 1970 in Osaka (Swiss pavilion, Expo Association "Data Swallows," beret for time capsule).
- 1975 New Head Office premises is inaugurated.
- 1984 Hiroyasu Watanabe appointed as second president.
Produced uniform hats for the Japanese team at the Los Angeles Olympic Games.
- 1988 Produced uniform hats for the Japanese team at the Seoul Olympic Games.
- 1992 Yuri Watanabe is appointed third company president.
- 1996 Produced uniform hats for the Japanese team at the Atlanta Olympic Games.
- 1997 Iwao Yamaguchi is accredited as a Kobe Meister in 5th round of accreditations.
- 2000 Produced uniform hats for the Japanese team at the Sydney Olympic Games.
- 2005 Produced uniform hats for VIP attendants and other staff at Expo 2005 in Aichi.
- 2008 Iwao Yamaguchi is awarded the Hyogo Prefectural Commendable Skills Award.
- 2009 Chizuko Odaira is awarded the Hat Magazine Prize in the 17th Hat Contest at the Estivales du Chapeau at Septfonds, France.
- 2010 Produced uniform hats for attendants at the Japanese government pavilion at Expo 2010 in Shanghai.
Chizuko Odaira takes overall first prize in the 18th Hat Contest at the Estivales du Chapeau at Septfonds, France, and is also voted first by visitors to the contest.

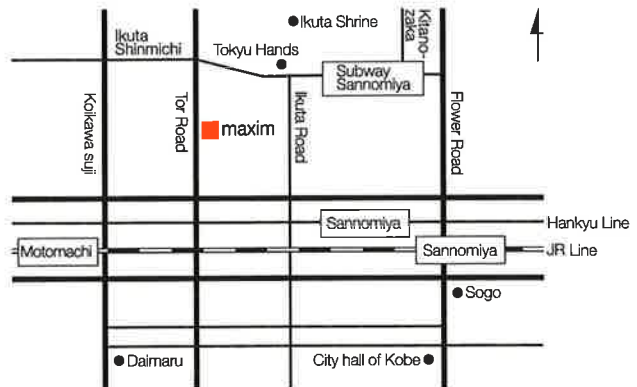
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