







Before



After



DENIM GALLERY WABI





SABON
Japanese tea room

DRINK MENU

煎茶 (chazakari)	¥500
Somcha green tea	
ほうじ茶 (hojicha)	¥500
Roasted green tea	
美作番茶 (misosaka bancha)	¥600
Misosaka bancha	
抹茶ラテ (matcha latte)	¥700
Matcha latte	
ほうじ茶ラテ (hojicha latte)	¥700
Roasted green tea latte	

FOOD MENU

岡山おむすび御膳	¥1520
Okazaki Omusubi set meal	
煎茶漬け御膳	¥1650
Tea Drench Okazaki set meal	

and SWEETS MENU

PRE OPEN
2025.8.8
OPEN 9:00-17:00

S
SABON

Interior view of the tea room, showing a counter, shelves, and a person working.

Interior view of the clothing store, showing a white shirt on display on a rack.

DENIM GALLERY WABI
03-80-8888



「Live with will.」

意志とともに生きる

ものや情報に溢れ、自分にとって本当に大切なものが何か見えづらくなっている今の世の中で、意志を持って物事を進んだり、自分なりの答えで生きてゆけることを私たちは大切に思っています。例えば、服を原料の綿から育て、手にしてみること。着なくなったデニムを集めて再生して、身につけてみることに。買うという選択一つにしても、つくり手に思いを馳せ、つくられた場所の風土を体感しながらものを眺めてみることに。そうすることで新たな発見が生まれ、特別な思いが込められたりします。瀬戸内海に面した豊かな自然がつくり手の感性を育み、引き継がれてきた職人の技術と合わさって磨かれるものを生み出す。意志から始まるものづくりの力を信じて、ITONAMIはこれからもデニムを隔けてゆきます。

In a world saturated with material goods and information, it is becoming increasingly difficult to recognize what truly matters to us. At ITONAMI, we find beauty in choosing with intention and living by one's own answers. For example, nurturing cotton from seed to fabric, and experiencing the process firsthand. Or collecting old, unworn denim and giving it new life—then wearing it once again. Even a simple act like making a purchase can take on deeper meaning. By contemplating the hands that crafted it, and sensing the spirit of the place where it was made, one may discover new insights and develop a unique emotional connection. Along the shores of the Seto Inland Sea, rich natural surroundings nurture the sensibilities of our artisans, while their inherited craftsmanship brings forth creations we are proud to offer. Believing in the power of creation that begins with intention, ITONAMI will continue to deliver denim that reflects purpose, care, and spirit.



ITONAMIとは What is ITONAMI?

岡山発デニムブランド。2015年実の兄弟によって「(旧)EVERY DENIM」として活動をスタートする。「Live with will.」をコンセプトに瀬戸内地域のデニム工場と直接連携し、誇りを込めたものづくりを行う。原料からの服づくりを1年かけて楽しむ「服のたね(2018〜)」、デニム回収再生プロジェクト「FUKKOKU(2021〜)」など、生活者が服の生産プロセスに関われる企画に多数取り組んでいる。

ITONAMI is a denim brand born in Oklaunched by actual brothers in 2015. "formerly EVERY DENIM". Based on the concept of "Live with will.", we directly with the denim factory in Seto Region and take pride in our craftsmanship. "Fukunotane (2018-)" entails clothing production from raw materials over and "FUKKOKU (2021-)" recover-recycles denim. Both are some of the projects we engage in which all consumers to get involved with production process of clothes.

on
ea room

¥500

¥500

¥600

¥700

(Iced) ¥700

トでも必ず
variable

適用
Applicable













