

HAKUSAN - Sacred White Mountain

HAKUSAN was founded in 2016 in Japan to meet the growing demand in the domestic market for high-quality and durable harnesses and leashes, based on well thought-out and meticulous designing and artisanry.

HAKUSAN is named after Mount Hakusan (the White Mountain), a sacred mountain covered with snow in central Japan, in which, according to folk belief, divinities reside from immemorial times.



Brief History

Since 1997, before founding HAKUSAN, our company had been specialized in importing and distributing high-quality pet and outdoor products of worldly famous European/American brands as their official business partner.

It is on this solid basis of 10 years of experience that we decided in 2016 to create our own brand “HAKUSAN”.

HAKUSAN has grown steadily, and our quality-centered 100% Japanese-designed or Japanese-made products are enjoying more and more success among quality-conscious and demanding Japanese customers.

We are constantly diversifying our HAKUSAN product lineup by continuing to plan new ideas that meet the demand of one of the largest pet supplies market in the world.

Today our catalogue lists nearly 100 items, ranging from harnesses, leashes, dog collars, dog clothes, dog foods, furniture toilet for dogs to dog bed or dog stroller.



Evolution Timeline

BEGINNINGS



After years of research efforts and preparations, the brand concept begins to take shape

2016



HAKUSAN is launched

CONSOLIDATION

Hakusan's greatest success ever, ZERO HARNESS is launched



Hakusan's first issue: JUST FIT HARNESS



MESH LEASH WITH CUSHION HANDLE



2017

2018

ADJUSTABLE LEASH

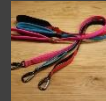


EASY COMFORT HARNESS



DIVERSIFICATION

JUST FIT CARABINER LEASH



Y HARNESS / LEASH "DOT"



JUST FIT HARNESS / LEASH "ALOHA"



ZERO DOWN JACKET

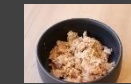


2021

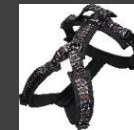
2020



FIRST HARNESS / LEASH "PUPPY"



FIRST DOG FOOD - CHICKEN



Collaboration with RATIA starts. New Scandinavian product ranges are born. ZERO HARNESS RATIA is launched



FIRST WET FOOD - VENISON



FIRST TOILET



FIRST PUPPY PAD



JUST FIT HARNESS "STRIPE"

PROSPECTS

2022

Further forward towards a truly universal brand



Product range continues to expand. Launched in 2022:

FIRST DOG CUSHION

DOG BOWL "JARI"

WOODEN STAND "JALUSTA"

GENTLE-FIT SOFT DOG COLLAR

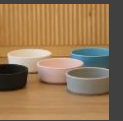
DOG SLOPE

ROPE DE LEASH HARNESS

CUSHION LEASH "ZERO"

FIRST STROLLER MINI

ZERO HARNESS DENIM / RANGER SERIES



HAKUSAN as a Global Brand



We are one of the fastest-growing dog supplies brands in Japan and our products are considerably increasing their sales each year.

In our multi-year efforts to make our high-quality products better known in overseas markets, we have successfully expanded our export sales in several Asian countries, mainly China, Korea and Singapore, and we now aim at sharing our products in other countries as well.



Our will continue our efforts to make HAKUSAN a truly universal brand.

Best Sellers – Guarantee of Highest-Quality



ADJUSTABLE LEASH

Just Fit Harness (2016)

The best fitting harness with premium materials: handmade in Japan.

Adjustable Leash (2017)

Length-adjustable leash with a soft cushion-padded handle.



JUST FIT HARNESS

First Harness (2018)

Classic T-shaped cushion-padded harness with a fashionable Scandinavian design print.



FIRST HARNESS



FIRST STROLLER MINI

Zero Harness (2019)

Issued in 2019 (the year zero of Japan's new imperial reign), ethereally lightweight ingenious "zero-pressure" harness with many inventive features.

First Stroller MINI (2022)

Compact and handy foldable dog stroller with EVA wheels, pneumatic tires and suspension system.



ZERO HARNESS