



HAKUSAN

INNOVATION & QUALITY

from
JAPAN

**"Make Your Time with Your Dog More
Fulfilling and Exciting"**



BRAND PRESENTATION



HAKUSAN - Sacred White Mountain	3
Brief History	4
Designed for Perfection	5
Our Values and Design Concepts	6-7
Representative Dog Harness Collections	8
Top Selling Products	9
Nordic Connections	10
Nationwide Retail Partnerships	11
HAKUSAN as a Global Brand	12
Evolution Timeline	13

HAKUSAN – Sacred White Mountain

Hakusan was founded in 2016 in Japan to meet the growing demand in the domestic pet supplies market for high-quality, durable harnesses and leashes, based on well-thought-out and meticulous design and artistry.

The brand name “Hakusan” is derived from Mount Hakusan (“the White Mountain”) in central Japan, a sacred mountain range shrouded in perennial snow, in which, according to folk belief, divinities reside from time immemorial.



Brief History

Since 1997, before founding Hakusan, our company had specialized in importing and distributing quality pet 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 launch our brand: Hakusan.

Hakusan has grown steadily, and our quality-centered, 100% Japan-designed or -made products for dogs, all created with creativity and inventiveness, are enjoying more and more success among quality-conscious and demanding customers, while at the same time, we are constantly expanding and diversifying our product lineup by developing new ideas and concepts that meet the contemporary demands of dog owners.

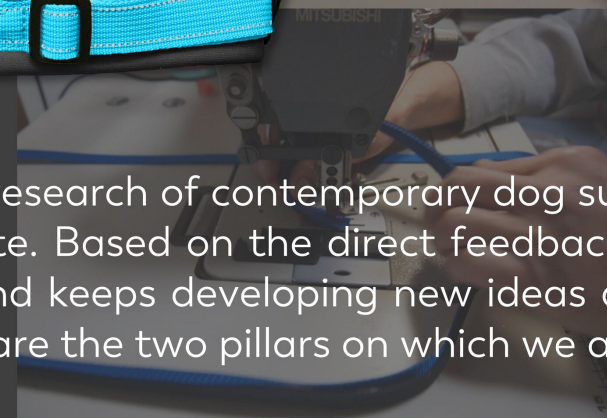
Now our catalog lists a full range of dog essentials, ranging from harnesses, leashes, collars, clothing and apparel, dog foods, toilet accessories to dog carriers and strollers.



Designed for Perfection – Inventiveness and Creativity in Original Products



Hakusan constantly deepens its comparative research of contemporary dog supplies all over the world to ensure that it is always up to date. Based on the direct feedback we get from end-users through our sales channels, our brand keeps developing new ideas and improving existing products. Inventiveness and creativity are the two pillars on which we are based.



Our Values and Design Concepts

“Zero-Pressure” and “Comfort-First” Principle

Many of our accessories are lavishly padded with cushion materials and provide dogs with superb softness, suppleness, and comfort. In our designing, comfort is our top priority.

Innovation, Inventiveness, and Creativity

These are the mottos that we always bear in mind in our product development. We do not hesitate to adopt even unusual or uncommon ideas, designs, or materials if we judge they are useful. All our products are perfected after years of research and development efforts,

With our wide range of products that focus on comfort, functionality, safety, reliability, and outstanding design, we aim to provide our four-legged friends and their human companions with a unique experience. The “comfort-first” design concept is our basic principle based on which we constantly develop new products that incarnate our originality and inventiveness.



Absolute High Quality: a brand born in Japan

We prioritize quality before all things.



Light and yet Heavy-duty

Hakusan products meet the contradictory demands of “lightness” and lasting “durability”. Some of our best sellers can be defined as “ethereally light”; an essential quality that minimizes pressure and burden on dogs’ bodies. Extremely light and supple, while being sufficiently strong and durable. We achieve both.



Unique Colors, Patterns, and Shapes

One of the strengths of our harness collections is their wide color ranges and occasional special editions with unique patterns. Playfulness and creativity are evident in every single variation of Hakusan accessories.

Representative Dog Harness Collections

“ZERO” SERIES



Models: Zero Harness, Zero Harness Mesh, Ultra Zero Harness

- The inside is lavishly padded with soft cushion material, ensuring the best wearing comfort of your dog.
- The innovative comfort-centered design reduces pulling, strain, constriction or any other pressure on the dog’s neck and trachea and allows the harness to stay in the right position.
- Features a high-quality neoprene fabric with fast-drying function.
- Easy to attach/detach by using side buckles. No need to lift up the legs.
- Adjustable on both neck and chest. Easy to fit on for many breeds.
- Available in a wide range of color options: the lineup includes bright, cheerful or dark tones, classical plain colors, various denim designs, and the traditional Japanese arabesque “Karakusa”.

“FIRST” SERIES



Models: First Harness “Puppy”, New First Harness “Rabbit”

- Comfortable fit: optimized for best wearing comfort
- Simple ergonomic T-shaped design
- Easy-on - easy-off
- Padded with soft, body-friendly neoprene fabric
- Premium buckles and reflective stitch
- Available in a wide range of colors and sizes

“JUST FIT” SERIES



Models: Just Fit Harness, New Just Fit Harness “Dragon”

- Comfortable fit: optimized for best wearing comfort
- T-shaped collar reduces pressure on the neck
- Easy-on - easy-off
- Padded with soft, body-friendly neoprene fabric
- One-touch buckles on both sides
- Manufactured in Japan

Top Selling Products

Zero Fleece Jacket “Dragon” (2023)



Colors:
● ●

Air Mesh Dog Suit (2023)



Colors:
● ● ● ● ●

Just Fit Harness “Aloha” (2023)



Colors:
● ● ● ● ● ● ●

First Stroller Mini (2022)



Colors:
● ● ● ● ● ● ●



Nordic Connections

While being conscious of our Japanese brand identity, we also draw inspiration from our year-long Scandinavian connections.

Our numerous previous collaborative projects with the Finish design studio RATIA and Swedish designers crystallized into a never-before-seen combination of meticulous Japanese design and pleasant contemporary Scandinavian taste. Japan and Scandinavia meet in our brand.



X

RATIA®



Nationwide Retail Partnerships



<https://www.aeonpet.com/shop/>



<https://www.peppynet.com/>



<https://petforest.co.jp/>

AEON PET is Japan's largest pet specialty retail chain with about 200 stores all over the country.

PEPPY is the most popular pet-shopping magazine in the country. Dog owners can find a copy of **PEPPY** magazine in most animal hospitals throughout Japan.

PET FOREST operates a major chain of pet supplies stores in Japan, with over 100 locations nationwide.



HAKUSAN as a Global Brand

As one of the fastest-growing dog supplies brands in the domestic pet sector, Hakusan products are enjoying consistent sales growth each year.

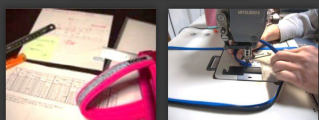
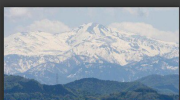
Over the last several years, in our aim to bring our original products to dog lovers worldwide, we have successfully expanded our presence to several overseas markets. Hakusan is not only a trusted name in Japan, but also available in China, the United States, and Canada.

Bringing the very best to dog owners and lovers worldwide; our efforts to establish Hakusan as a truly universal, global brand are ongoing.



Evolution Timeline

BEGINNINGS



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

2016



HAKUSAN is launched

CONSOLIDATION

ZERO HARNESS, Hakusan's flagship product and greatest success ever, is born



ZERO DOWN JACKET



JUST FIT HARNESS, the brand's first issue



2017

2018



ADJUSTABLE LEASH



EASY COMFORT HARNESS

EXPANSION & DIVERSIFICATION

FIRST HARNESS / LEASH "PUPPY"



JUST FIT CARABINER LEASH



2021

2020

2019



1ST DOG FOOD,
1ST WET FOOD VENISON,
1ST WET FOOD CHICKEN



FIRST TOILET



RATIA BEADS CUSHION



FIRST DOG CUSHION

2022



FIRST STROLLER MINI

DOG SLOPE



DOG BOWL "JARI"



WOODEN STAND "JALUSTA"

2023

RATIA

Collaboration with RATIA starts. A new Scandinavian product range is born. ZERO HARNESS RATIA is launched



PRESENT & PROSPECTS

2024

Further forward towards a truly universal brand



NEW FIRST HARNESS



ZERO FLEECE JACKET



NEW JUST FIT HARNESS

Product range continues to expand. Launched in 2024:



ZERO HARNESS NEW & LIMITED COLORS



ULTRA ZERO HARNESS



CARABINER & GO RETRACTABLE DOG LEASH



INNOVATION & QUALITY

Amenity Conducts, Co., Ltd.

1467-1 Karuizawa, Kitasaku,
Nagano 389-0115, JAPAN

☎ +81 267 46 2831

✉ info_hakusan@amenity21.com

Visit our website / Instagram

<https://hakusan21.com>



[@hakusan.dog.brand](https://www.instagram.com/hakusan.dog.brand)

