

# EDO POP



A contemporary take on Japan's Edo period, the current style utilizes cues from woodblock prints or ukiyo-e, (like the famous Great Wave by Hokusai), Japanese Kaiju (monster) films, and classic art. Using flat, graphic imagery with modern design principles, characters in kimonos interact with mythical and real-world elements to bring fantasy to life. Pinks, aquas, and golds complement reds and blacks for a bold and differentiating presence at shelf.