



Hiroki Nakamura and the Visvim roots were based from explorations in rural Alaska.

This exposure influenced much of Visvim's current selection from Native American moccasins all the way to work boots and Americana vintage wear.

The name derives from the Latin vis and vim which translates to See

The Energy.



JAPAN

Japan's climate is comparable to that of the East

Coast region of the United States in which both

regions share a four-season cycle.

Due to its proximity to Siberia, Japan suffers

increased snowfall brought on by the displacement

of the cold air from Siberia.









CULTURE

Most Japanese homes have entryway areas called *genkan*, where people remove shoes. The genkan is a step lower than the main floor of the house. The shoes also have to face the outside of the house that one resides in. The genkan has slippers for guests to put on while inside the house (Village Hiker, 2017). Guests have to wear the slippers until they leave the home.

LABOR AND EMPLOYMENT LAWS

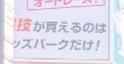
Labor and employment are highly revered in Japanese society. Breeds overworked and burnt out workers after WWII.

This culture of overwork might have brought forth the finesse of visvim.

Job reform-Reduce overwork and thus increase economic

growth.(White, S., & Kaneko, K. (n.d.)

Delete unnecessary job roles, reposition employees to "learn rather than repeat". More accommodating for employees job environment as well as their well being.



CURRENT EVENTS

Sustainability: Visvim manages to stay sustainable by by using "Repair it Yourself" (RIY) range of canvas footwear rather than using toxic glues or materials/textiles that are harmful to our environment (Chapman, 2013).

Japan-US Trade Pact: Tokyo says that the two sides have agreed to eventually eliminate those tariffs, and from now on it will negotiate with the US over the time frame for doing so (World-Japan, 2019).

Visvim, 2019

