



**JAPTEX™**

**Native American Heritage Through the Japanese Lens**

# VISVIM



**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.**



# MISSION STATEMENT



**The concept of “old” and “new” is no longer considered modern in the world of contemporary fashion especially in the realm of footwear.**

# 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.





# VISVIM FBT



VISVIM FBT  
Feature, 2019

# VISVISM FBT



**VISVIM LHAMO FOLK**  
(Peggs and Son, 2019)



**VISVIM FBT**  
(Union Los Angeles, 2019)



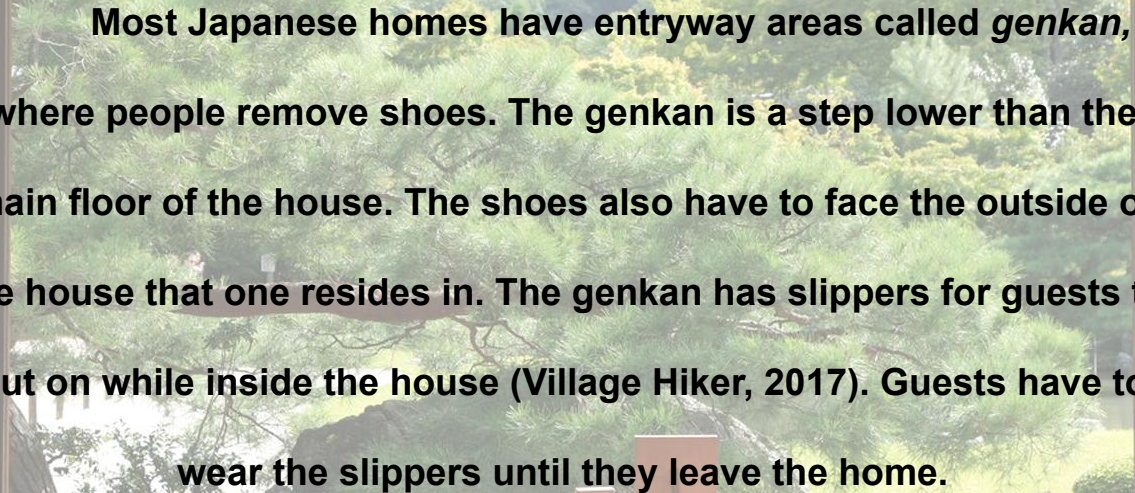
# TECHNOLOGY



FlicFit, 2019

**THE FLICFIT WAS CREATED TO HELP CONSUMERS CHOOSE THEIR DESIRED SHOE SIZE BY 3D SCAN TECHNOLOGY.**

# 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 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



**CHECK OUT OUR WEBSITE**

<https://openlab.citytech.cuny.edu/echavez-eportfolio/>

