

3

Get to know all the charms of Kojima

Kojima Walking Course

Kojima is the birthplace of made-in-Japan jeans, and the district of Ajino, in the heart of Kojima, is where you'll find Jeans Street, an up-and-coming tourist destination situated along a *shotengai* (covered shopping street). Jeans Street is lined with stores operated directly by local jeans manufacturers as well as souvenir shops and more besides. Take a look around the Former Nozaki Residence to discover the history of the area, which was originally developed as a salt field. This walking course gives you an intimate sense of how local industry has changed over time.

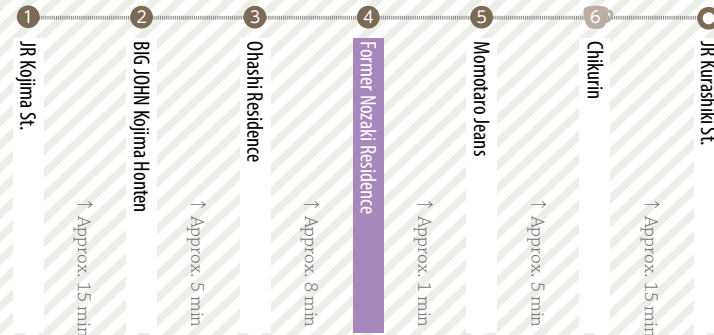


START



Time required: 3+ hours

GOAL



Japan Heritage cultural properties

Feature

Take a trip to Kojima Jeans Street

From premium jeans to denim accessories and fabrics. There's no doubt you'll be obsessed with denim by the time you leave.

Newly built in 2018, this is a public toilet and rest area designed to resemble a pair of jeans. Be sure to take a commemorative photo in front of the toilet entrance where there is a mural featuring an optical illusion



Start the Kojima Walking Tour here!

1 JR Kojima Station (west exit)

Leave by the west exit and start heading for Jeans Street. It's a 15 minute walk. There's also a tourism information booth inside the station building. On Fridays, Saturdays, Sundays, and national holidays, you can ride the Jeans Bus from in front of the station straight to Jeans Street (six services a day, excluding year-end).

For enquiries about the Jeans Bus contact Kojima Office, Shimotsui Dentetsu Ltd. ☎086-472-2811 📺 Day pass ¥620 (adults)

You can't miss the denim-wrapped Jeans Bus



Even the station exit gates are decorated with denim!



Walk under the hanging jeans to enter Jeans Street



Look out for the denim-inspired paved roads



Rich with history as Japan's oldest jeans manufacturer

2 BIG JOHN Kojima Honten

Make BIG JOHN your first stop when you arrive at Jeans Street. Founded in 1940, this company became the first to sell entirely made-in-Japan jeans in 1965. Today, the store offers an incredible range of products. You can try a number of hands-on experiences, such as learning how to attach leather labels and buttons, denim processing, indigo dying, and adding images to fabric using laser irradiation. This is a store where you can relax and take your time—and even help yourself to a free drink.

☎086-473-1231 🕒9:00-17:00 📅Year-end 📺(e.g.) M1 Jeans, from ¥16,500



Have a go at dying denim with a denim artisan with over 15 years of experience



Favorite images can be added to denim fabric through laser irradiation processing



You can watch veteran artisans stitching products in-store



An unusual obelisk-like structure recalling ancient Egypt

3 Nozaki Memorial Monument

(Nozaki Buzaemon Shotokuhi)

In a small garden stands a memorial obelisk commemorating Nozaki Bunzaemon, a man known as "the salt field King". It stands 18m tall and is made with granite from Oguchijima Island off the coast of Shimotsui.

☎086-472-2001 (Nozaki Family Residence Salt Industry Historical Museum)



Stroll along Jeans Street



Encounter the history and heritage of the salt field King at his family home

4 Former Nozaki Residence

The family home of Nozaki Buzaemon, who made his fortune developing salt fields during the late Edo period. The residence is designated a national Important Cultural Property. Set in expansive grounds of some 9,900m², the estate comprises buildings with a total area of some 1,100m², including an *omote-shoin* (front reception hall), an *omoya* (main residence), three *chashitsu* (tearooms), and *dozo-gun* (group of storehouses), and elegant dry landscaped gardens. Many historical materials, folk articles, and cultural assets are on display throughout the residence. Thanks to the achievements of the Nozaki family, salt became the primary industry of Kojima. Salt is white, as are cotton and the flesh of sand lance eels, the other key industries in the Kojima area; this is the origin of the phrase *kojima sanpaku*, the three Kojima whites.

☎086-472-2001 🕒9:00-16:30 📅Mondays (excluding national holidays, closed on Tuesday instead), year-end (Dec 25 – Jan 1) 📺Adults ¥500, Junior high/Elementary school students ¥300



Group of storehouses

Stones that resemble the salt fields at Nozaki Beach have been arranged as palanquin stones.



This *tatami*-floored parlor was used as a set location for the TV drama series *The Inukami Family: Kindaichi kosuke, the Unknown*.



This mark indicates destinations that are Japan Heritage cultural properties.

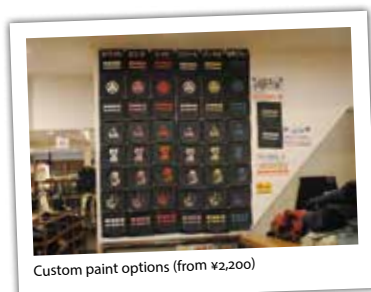


A do-it-all manufacturer, from fabric production to in-house garment making

5 Momotaro Jeans

Momotaro Jeans is the first brand in the world to use denim fabric made with 100% premium Zimbabwean cotton. Its rich indigo colors come from the world's highest concentration of indigo dye. The company's origins as a denim fabric manufacturer allow it to realize its very particular product vision. As the *honten* (flagship store), this store also sells limited edition and exclusive goods and limited edition colors, and even offers customers the chance to create one-off originals.

☎086-472-1301 🕒10:00-19:00
📅Year-end 📅(e.g.) Shutsujin Classic Straight, from ¥24,200



Custom paint options (from ¥2,200)



Limited edition, *honten*-exclusive tote bag (¥5,280)

Accessible and delicious authentic yoshoku cuisine

6 Chikurin

A long-standing restaurant with a retro look serving up authentic *yoshoku* cuisine (Western-influenced Japanese dishes). They are impressively committed to making everything by hand and in-house, down to their sauces, dressings, and even the mayonnaise. That's probably why the dishes here stand out as so aromatic and deeply flavored! The portions are very generous, too.

☎086-472-2187 🕒11:00-14:30, 17:00-20:30 📅Tuesdays



Lunch special, ¥700



Rice-filled omelette, ¥650

Feature

Must-have Denim Goods

It's not surprising that denim-themed goods are all the rage on Jeans Street. Here are some of our top picks for obsessive and innovative denim-inspired products!

Made with indigo powder!

Indigo soft serve icecream created for Kojima

RIVETS

Indigo may be best known as a dye for denim fabric, but that same indigo is also a health food with an outstanding antioxidant effect. This indigo soft serve is generously topped with Japan-grown powdered indigo. It has a refreshing salted vanilla flavor, inspired by the area's three main industries, as encapsulated in the phrase *kojima sanpaku* (the three Kojima whites: cotton, salt, and sand lance eels).

☎086-441-9100 🕒11:00-15:00 (Open later during summer)
📅Tuesdays and Wednesdays weekly, irregular Thursday closures, year-end. 📅Indigo soft serve ¥400, Octopus croquette ¥200



Keyring



Indigo soft serve



Marugo tabiRela kids (from ¥3,850)



Filled with denim accessories that vibe of Jeans Street!

038 OMIYA

This souvenir store is stocked with all things stylish and delicious from the Seto Inland area. From denim coin purses and keyrings, to place mats, neckties, bowties, and more, you'll find it hard to take your eyes off these denim goods and accessories. The store also sells *sanada himo* woven cord, *tatami-beri* (*tatami* mat decorative edging), and *tabiRela*, a casual style, split-toe shoe brand from local *tabi* manufacturer Marugo.

☎086-441-4038 🕒10:00-18:00 (11:00-17:00 on weekdays)
📅N/A