

FORTUNE RABBIT

古来、縁起物として愛されてきた招き猫から姿を変えた瀬戸焼の招き兎。

兎はぴょんぴょん飛び跳ねる姿から、飛躍、運氣上昇を意味する縁起の良い動物といわれています。

かつての瀬戸は、人形や動物などを精密に表現しセト・ノベルティと呼ばれる海外輸出向けの置物や装飾品を多く生産していました。そのセト・ノベルティの伝統を受け継ぐ招き兎は、長い耳と手招きで沢山の福を呼び込みます。

Maneki Neko or 'Fortune Cats' have been a beloved symbol of good luck in Japan since ancient times. Building upon this tradition, these auspicious Seto ware Fortune Rabbits symbolize success and prosperity, and with their long ears and beckoning call, guide us as they leap into an even brighter future.

Seto ware is produced in the Seto region of Japan, an area with a rich history of manufacturing a wide variety of figurines and ornaments known as Seto Novelties that have long been popular both at home and abroad.

Made in Japan

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