

LIBERTY.

LIBERTY JAPAN CO.,LTD.

Company Description

Liberty Japan Co., Ltd. is the Japanese subsidiary of Liberty, the historic and world-renowned lifestyle brand founded in London, England, in 1875. Established in May 1988 as a 100% owned subsidiary of Britain's Liberty Ltd., the company has played a pivotal role in introducing and adapting the artistic heritage of Liberty Fabrics to the Japanese market. The core business of Liberty Japan encompasses the domestic production, supply, and wholesale of high-quality textile fabrics, the distribution of gift merchandise created from these fabrics, and the management of sales and sub-licensing agreements within Japan.

The global history of Liberty began when its founder, Arthur Lasenby Liberty, opened a small shop on Regent Street in London to showcase exotic arts, crafts, and fabrics from the Orient. By the 1890s, Liberty had become synonymous with avant-garde textile design, heavily influencing the Art Nouveau movement. In the 1920s, the brand solidified its legendary status with the development of "Tana Lawn" cotton—a luxurious fabric celebrated for its silk-like texture, soft touch, lightweight feel, and elegant drape. Today, the internal design team based in Soho, London, continues to create over 300 new hand-drawn and hand-painted designs every year, ensuring that the brand remains a constant source of creative inspiration.

In Japan, Liberty Japan Co., Ltd. has successfully built an incomparable market presence. Within the textile and print fabric industry, Liberty is a household name, recognized for its intricate floral and artistic patterns. Because all authentic Liberty print fabrics distributed in Japan are exclusively handled by Liberty Japan, the company maintains an unmatched competitive edge with no direct competitors. Its major clients include approximately 70 premier domestic apparel manufacturers, major trading companies' fashion divisions, department stores, select boutiques, and specialized handicraft retailers. The versatile appeal of Liberty designs allows them to be incorporated into a wide array of products, spanning fashion garments, interior decors, and everyday lifestyle accessories. In recent years, the company has also focused on dynamic collaborations with globally recognized characters (such as Sanrio), high-street fashion giants, and promotional projects with major magazines, effectively reaching new generations of consumers.

Demonstrating continuous evolution, Liberty celebrated its 150th global anniversary with a dedicated exhibition showcasing British creativity and innovation at the UK Pavilion during the Osaka-Kansai Expo. Domestically, Liberty Japan marked a significant milestone in February 2026 by relocating its headquarters from Ebisu to Sendagaya, Tokyo—the heart of Japan's apparel and fashion industry. The new Sendagaya office features a newly established "Archive Room," which houses a vast collection of Liberty fabrics reproduced in Japan since the 1980s. This physical archive serves as a creative hub, allowing sales teams to seamlessly present historical assets to corporate clients and spark collaborative design innovations. Operating in a professional yet close-knit environment with around 23 employees, Liberty Japan maintains regular, direct communication and reporting with the UK headquarters, blending a global brand identity with local marketplace expertise.

Company Details

Head Office

Japan

Main Business

【生地生産卸・雑貨卸・ライセンス事業】英国発の伝統的ブランド「リバティプリント（リバティ・ファブリックス）」生地の国内生産・卸売、同生地を使用した服飾・生活・ギフト雑貨の企画・卸売、および日本市場におけるリバティブランドのセールス・サブライセンス管理運営。

President

松原 崇

Established

1988年5月

Capital

8,000万円

Number of Employees

11 - 50

URL

<https://www.liberty-japan.co.jp/>

Offices

Main Office

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