

PRESS RELEASE

Acquisition of blisspa japan Inc. shares completed

Accelerating the bathroom-specific luxury brand business through the acquisition of blisspa Japan, operator of the JAXSON brand

HIDEO Corporation (Headquarters: Minato-ku, Tokyo, President: Hideo Shimizu) has completed the procedure for acquiring all shares of blisspa japan Inc. (hereinafter, blisspa japan), a subsidiary of LIXIL Corporation.

As was notified through our press release of November 26, 2021, HIDEO Corporation has concluded an agreement with LIXIL Corporation for the transfer of shares in blisspa japan Inc. Following completion of all procedures concerning the acquisition of shares on February 1, 2022, blisspa japan Inc. has become a fully owned subsidiary of HIDEO Corporation.

Moreover, by changing its trade name to JAXSON Inc. on the same day, blisspa japan Inc. is making a new start under a unified corporate and product brand.

Herein, HIDEO Corporation and JAXSON Inc. will work on developing and branding products under the general direction of bathtub designer Hideo Shimizu. JAXSON, which primarily deals in acrylic jet baths, and HIDEO, which has a solid-surface bathtub collection, will work closely in building a luxury brand business specific to the bathroom market and accelerating business development in domestic and overseas markets.

■ About the JAXSON brand

In 1982, the founder and designer Hideo Shimizu established JAXSON JAPAN Inc. Against the background of traditional Japanese bathing culture, it has since proposed bathtubs endowed with outstanding design and comfort as interior furnishings and contributed to the evolution of bathrooms in residential spaces. Also, as a manufacturer of bathtubs, as demonstrated by its development of the world's largest integrally molded spa measuring more than 5 meters and start of Japan's first manufacture of vacuum-formed acrylic baths, it has adopted an integrated production setup from design and shaping.

It has received the Good Design Award for 10 models, and in 2019 received the iF Design Award.

It deploys 79 models in eight series ranging in size from 1.2 to 5.6 meters.



■ About the HIDEO brand

HIDEO was established in 2018 as a company manufacturing and selling a collection of free-standing bathtubs developed using bathtub designs, cutting-edge manufacturing technologies and new materials nurtured over 40 years by Hideo Shimizu, the founder of JAXSON. Its flagship store of HIDEO TOKYO, which was opened in Akasaka, Minato-ku in May 2021, displays conceptual scenes and deploys collaborations with the luxury brands GiGi and Loro Piana, which add color to lifestyles.

HIDEO proposes bathroom styles that further strengthen the features of comfort and safety and go beyond conventional concepts as complete furniture.

It deploys 16 models ranging in size from 0.9 to 2.1 meters.



■ Outline of JAXSON Inc.

Trade name : JAXSON Inc. (former name: blisspa japan Inc.)
Representative : Yuji Suzuki, Representative Director
Address : 6-12-1 Minami-Aoyama, Minato-ku, Tokyo
Established : August 1982
Business contents : Manufacture, sale, export and import of luxury bathtubs
Capital : 195,000,000 yen
URL : <https://jaxson.jp>

■ Outline of HIDEO Corporation

Trade name : HIDEO Corporation (pronounced “High-deo”)
Representative : Hideo Shimizu, President
Address : 3-3-3 Akasaka, Minato-ku, Tokyo
Established : August 2018
Business contents : Planning, design, manufacture, sale, export and import of luxury bathtubs and bathroom products
Capital : 260,000,000 yen
URL : <https://hideo.design>

For high-resolution images of both brands, please contact the following staff member in charge.

< JAXSON >



< HIDEO >



■ Inquiries

HIDEO Corporation
TEL : 03-5797-7507
Email : contact@hideo.design