

TRAVELER'S notebook Passport Size & Hong Kong's "Star" Ferry have collaborated to create "TRAVELER'S STAR EDITION" to celebrate the 5th anniversary of the release of TRAVELER'S notebook Passport Size

"TRAVELER'S STAR EDITION"
TRAVELER'S notebook × The "Star" Ferry Company, Limited
Available from March 14th, 2013

Tokyo, February 5, 2013- Designphil Inc. is a design company with its headquarters in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida. Its corporate mission is to create designs that facilitate communication, put more joy into people's lives, and suggest new lifestyles. Designphil today announced that it has created the "TRAVELER'S STAR EDITION" of "TRAVELER'S notebook Passport Size," a hit notebook series available from "Midori," a product brand of Designphil, in collaboration with the Star Ferry Company, Limited of Hong Kong, a ferry carrier with more than a century of history (hereafter, "Star Ferry"). The STAR EDITION goes on sale on Thursday, March 14th, 2013.

The special edition consists of items designed after Star Ferry's original boat, "TRAVELER'S STAR," which in turn were designed after "TRAVELER'S notebook." The edition's lineup consists of 10 different notebooks, priced from ¥441 to ¥3,465 each. (*)

The Star Ferry operates inner harbour crossings between Kowloon Peninsula and Hong Kong Island at Victoria Harbour. The ferry crossing is renowned the name of "50 places of a lifetime" where it enables passengers to feel sea breeze, watch sea birds flying freely in the sky and magnificent harbour views both day and night on a nostalgic classic ferry.

The soon-to-be-released "TRAVELER'S STAR EDITION" celebrates the 5th anniversary of the release of "TRAVELER'S notebook Passport size" and carries a wish of Designphil – Just as Star Ferry has for long been carrying and cherished by numerous travelers, the design company hopes its TRAVELER'S notebooks will be long cherished by countless travelers. On board Star Ferry's boats, many local residents' "small trips" and "out of the ordinary" travels of visitors from abroad come together to create comfortable chaos – something that stands for Hong Kong and all its charms. The two companies hope this new edition will let users worldwide know of "Star Ferry" and experience the joy of "everyday life as a travel," which is part of the very concept of TRAVELER'S notebooks. These wishes have brought the design company and the ferry carrier together into this collaboration.

One of the anniversary edition notebooks, "TRAVELER'S notebook Passport size Camel TRAVELER'S STAR EDITION," is a set consisting of a camel-colored jacket of leather, with a special logo celebrating the collaboration between Star Ferry and Designphil stamped on the back, and a bind of special collaboration refill pages. "TRAVELER'S notebook Passport size Refill TRAVELER'S STAR EDITION" contains a special page describing Star Ferry's history and routes, as well as an actual coupon ticket to let you ride a Star Ferry. Just looking at these descriptions and ticket gives you some feel of a ride on a Star Ferry, every single day.



“TRAVELER’S notebook Charm Brass Plate TRAVELER’S STAR EDITION” has been designed after the brass plates carried by every single Star Ferry boat, whose name always contains the word “Star”. This particular plate has “TRAVELER’S STAR” stamped on it, a boat named to celebrate this collaboration. Meanwhile “TRAVELER’S notebook Charm Life Buoy TRAVELER’S STAR EDITION” has been designed with a life buoy, one important feature of Star Ferry, as the motif. Made of tin, the material of TRAVELER’S notebooks’ binding clasps, this “buoy” stands for safe traveling. You can tie any of these “charms” onto a rubber band or the bookmark string of your TRAVELER’S, for use.

“TRAVELER’S notebook Brass Clips TRAVELER’S STAR EDITION” is a set of clips made after a Star Ferry boat and a brass clip carrying the symbols of a lifebuoy, a star, and an anchor. They make nice bookmarks and indices.

“TRAVELER’S notebook Brass Ball Point Pen TRAVELER’S STAR EDITION” is made of a green body, the color of the Star Ferry boats, and features the vintage logos of TRAVELER’S STAR and Star Ferry. As you will use it for many years, it will get some scratches and its surface texture will change. This is very becoming of many Star Ferry boats, which have been in use since the 1950s.

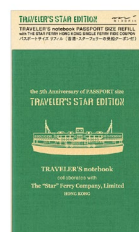
“TRAVELER’S notebook Stamp TRAVELER’S STAR EDITION” consists of a green wooden handle, suggesting some parts in the interior of a Star Ferry boat, and an ink pad of virgin brass. Try this stamp on a notebook page, letter, etc., and you will see an image that conjures up a nostalgic voyage of centuries ago.

“TRAVELER’S notebook Sticker TRAVELER’S STAR EDITION” are stickers designed after Star Ferry ride tickets through the ages and “TRAVELER’S STAR.” “TRAVELER’S notebook Masking Tape <S> TRAVELER’S STAR EDITION” features “TRAVELER’S STAR” cruising in “Victoria Harbour.” “TRAVELER’S notebook Masking Tape <M> TRAVELER’S STAR EDITION” carries an original design of a Star ferry vintage ticket. All these are helpful in customizing your TRAVELER’S notebook.

These “TRAVELER’S STAR EDITION” items are meant to be available during the anniversary period alone, to celebrate the 5th anniversary of the release of “TRAVELER’S notebook Passport size.” Just take any item of the special edition, and imagine yourself enjoying a trip to Hong Kong.

We, Designphil, will publish more information on the anniversary edition items and other fun content on our official website (www.midori-japan.co.jp/tr/), bit by bit.

* All the prices listed here are suggested retail prices (including tax).



“TRAVELER’S notebook Passport size Camel TRAVELER’S STAR EDITION” “TRAVELER’S notebook Passport size Refill TRAVELER’S STAR EDITION”



“TRAVELER’S notebook Charm Brass Plate TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Charm Life Buoy TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Brass Clips TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Brass Ball Point Pen TRAVELER’S STAR EDITION”



“TRAVELER’S notebook Stamp TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Sticker TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Masking Tape <S> TRAVELER’S STAR EDITION”, “TRAVELER’S notebook Masking Tape <M> TRAVELER’S STAR EDITION”

	"TRAVELER'S STAR EDITION"
Name	"TRAVELER'S notebook Passport size Camel TRAVELER'S STAR EDITION"
color	Camel
Types and quantity	Cotton Bag : / Leather Cover / A bind of Refill TRAVELER'S STAR EDITION (contains a guide to Star Ferry, 39 unruled pages – 48 pages in all) / Spare rubber bands (brown) * Special bonus: "A ride coupon ticket to Star Ferry, Hong Kong" (valid till December 31 st , 2013)
Size	Product Size: H134×W105×D10mm
Suggested retail price (incl. tax)	3,465 yen
Name	"TRAVELER'S notebook Passport size Refill TRAVELER'S STAR EDITION"
Types and quantity	A guide to Star Ferry, 39 unruled pages – 48 pages in all * Special bonus: "A ride coupon ticket to Star Ferry, Hong Kong" (valid till December 31 st , 2013)
Specifications	Product Size: H124×W89×D4mm
Suggested retail price (incl. tax)	672 yen
Name	"TRAVELER'S notebook Charm Brass Plate TRAVELER'S STAR EDITION"
Material	Brass
Specifications	H32×W35mm
Content	A brass plate
Suggested retail price (incl. tax)	840 yen
Name	"TRAVELER'S notebook Charm Life Buoy TRAVELER'S STAR EDITION"
Material	Tin
Specifications	H26×W21×D4mm
Content	A charm
Suggested retail price (incl. tax)	945 yen
Name	"TRAVELER'S notebook Brass Clips TRAVELER'S STAR EDITION"
Material	Brass
Types and quantity	1 horizontal clip and 3 vertical ones – one in each of the four designs (Contain 4 clips in all)
Specifications	H28×W45mm (horizontal one), H31×W17mm (vertical ones)
Suggested retail price (incl. tax)	840 yen
Name	"TRAVELER'S notebook Brass Ball Point Pen TRAVELER'S STAR EDITION"
Material	Brass
Types and quantity	A pen holder of brass and a ball-point pen with oil-based ink (black / refill: Auto NO.705NP)
Specifications	φ11 × H97mm
Suggested retail price (incl. tax)	1,995 yen
Name	"TRAVELER'S notebook Stamp TRAVELER'S STAR EDITION"
Material	Handle: wood / Ink pad: Brass
Specifications	Handle: H72×W40×D32mm / Stamped image: 30×D35mm
Content	A stamp set
Suggested retail price (incl. tax)	987 yen
Name	"TRAVELER'S notebook Sticker TRAVELER'S STAR EDITION"
Material	Paper (finished with PP)
Types and quantity	Each package contains a sticker in each of the 11 different designs. 11 stickers in all
Suggested retail price (incl. tax)	441 yen
Name	"TRAVELER'S notebook Masking Tape <S> TRAVELER'S STAR EDITION"
Specifications	H15 mm × 15m
Suggested retail price (incl. tax)	462 yen
Name	"TRAVELER'S notebook Masking Tape <M> TRAVELER'S STAR EDITION"
Specifications	H24 mm × 15m
Suggested retail price (incl. tax)	714 yen
Market launch	First types on Thursday, March 14th, 2013, followed by other types

※The release date may differ depending on the store.

*TRAVELER'S COMPANY www.travelers-company.com

*TRAVELER'S FACTORY www.travelers-factory.com