

**In a color which will be available only in 2015,
“TRAVELER’S notebook BLUE EDITION” will debut.
So will collaboration items with Pan Am!
Available from Friday, March 13, 2015**

Designphil Inc., a design company headquartered in Shibuya, Tokyo, and led by president (CEO) Ichiro Aida, is pursuing its corporate mission to create designs that facilitate communication, put more joy into people’s lives, and suggest new lifestyles.

On Friday, March 13th, 2015, the company will release the “TRAVELER’S notebook BLUE EDITION,” clad in blue, a color available only in 2015, as an edition of its “TRAVELER’S notebook” series (JPY4,000 plus tax). Also to go on sale the same day are some new items created by a collaboration between “PAN AMERICAN WORLD AIRWAYS (Pan Am)” and “TRAVELER’S notebook,” namely: “TRAVELER’S notebook Refills” (PAN AM Globe / PAN AM Wing) [JPY500 plus tax each], “Zipper pocket PAN AM” [JPY900 plus tax], “Stickers PAN AM” (PAN AM Globe / PAN AM Wing) [JPY500 plus tax each], “BRASS Ball Point Pen PAN AM” [JPY2,200 plus tax], and “Pen holder PAN AM” [JPY1,000 plus tax].

“TRAVELER’S notebook” has been cherished by countless users, men and women, young or old, who enjoy “every single day of their lives like a journey,” because it allows them to enjoy customizing their TRAVELER’S as they want to. Furthermore, the brand’s flagship store, “TRAVELER’S FACTORY,” is visited by numerous customers from Japan and other countries.

Now, “TRAVELER’S notebook BLUE EDITION”, available only in 2015, will debut. Also to be released are some new items created in collaboration with “Pan Am,” an airline founded in the USA in 1927 which led the world’s air travel industry as the national flag carrier of the US, until its flights were discontinued in 1991.

“TRAVELER’S notebook BLUE EDITION” is clad in a deep blue rather similar to the blues of blue-black ink, indigo, and indigo dyes, which was inspired by the indigo-colored sky right before the dawn, welcoming the first beam of sunlight.

Picasso’s self-portrait from his “blue years,” “International Klein Blue” invented by Yves Klein, a French artist, as his ideal color, the blue earth photographed from outer space, and a shot of the deep marine blue taken by a deep sea diver --- variations of blue evoke a diversity of images – youthful freshness, the immaturity that accompanies it, melancholy and solitude, serenity, refinedness, eternity, and many more – depending on their degree of brightness and hue. This 2015-only edition of TRAVELER’S notebook carries a diversity of images in its blue. Just hold it in your hand, and the TRAVELER’S will make you imagine the beginning of a new travel.

This Blue Edition comes with a rubber band of the same blue as the notebook’s leather jacket. As with other notebooks of the same series, this edition too comes with a set of unruled refill pages and a spare blue rubber band.



”TRAVELER’S notebook BLUE EDITION” – a color available only in 2015

Known as “Pan Am,” PAN AMERICAN WORLD AIRWAYS was founded in the US in 1927, and later expanded its network of flights to cover much of the world, leading the air travel industry as the national flag carrier of the US. Then, in 1991, the airline abolished its flights. The Beatles took a Pan Am flight when they first visited the US, and mass media from around the world shot them walking out of the flight, showing the scene all over the world. In the motion picture “2001 – A Space Odyssey,” a spacecraft traveling in outer space carries the Pan Am logo. Thus, during the airline’s prime years, the 1950s through the ‘70s, most people in the world thought of Pan Am back then, when they talked about world airways. Today, although Pan Am does not carry any flights, its in-flight items and advertisements, which stood for the leading designs and culture of those years, are still cherished by numerous fans.

Now, “TRAVELER’S notebook” has successfully collaborated with the air travel icon and the national flag carrier of the US, Pan Am, whose corporate color was blue. Back then, air travel had yet to become commonplace among ordinary people, who dreamed of flying someday. Just looking at Pan Am’s ads, timetables and tickets was a great source of excitement. We, Designphil, are releasing new TRAVELER’S notebook refills and customization items, created based on the airline’s design archive.

Set to the airline’s key color, “Pan Am Blue,” these new items are also nice when you customize your “TRAVELER’S notebook BLUE EDITION.”



Items created in collaboration with Pan Am

Beginning on Thursday, February 12, 2015, more detailed information on these items will be available on our official website, www.midori-japan.co.jp/tr/.

[Product Outline]

Name	TRAVELER'S notebook BLUE EDITION
Size	Leather Cover / H218 x W130 x D10mm TRAVELER'S notebook Refill: H210×W110×D4mm
Contents/specification	Leather Cover Blank notebook (64 pages) / H210 x W110mm, stitch-bound, MD Paper (*) Spare Rubber Band: blue Cotton Bag
Suggested retail price	JPY4,000 plus tax
Names	TRAVELER'S notebook Refills Pan Am Globe (Blank) Pan Am Wing (Grid) Zipper pocket Pan Am
Size of main body	PAN AM Globe (Blank), PAN AM Wing (Grid): H210×W110×D4mm Zipper pocket PAN AM: H211×W229×D6mm (when opened)
Specification	PAN AM Globe (Blank): 64 pages, Blank notebook, stitch-bound, MD Paper, PAN AM Wing (Grid): 64 pages, Grid notebook (squares of 5×5mm each), stitch-bound, MD Paper Zipper pocket Pan Am: comes with a card-holding pocket, PVC
Suggested retail price	PAN AM Globe: (Blank), PAN AM Wing (Grid): JPY500 plus tax Zipper pocket Pan Am: JPY900 plus tax
Names	Sticker PAN AM Globe Sticker PAN AM Wing
Contents/specification	11 paper stickers (coated with matte PP)
Suggested retail price	JPY500 plus tax
Name	BRASS Ball Point Pen PAN AM
Size of main body	φ11×H108mm
Contents/specification	Brass, Ink color: black * Refill – “Auto” No.705NP
Suggested retail price	JPY2,200 plus tax
Name	Pen holder PAN AM
Size of main body	H20×W65×D15mm
Color of the main body	Indigo
Contents/specification	Clip: metal, Pen holder: natural leather * The holder can hold a writing instrument of up to 12mm in diameter.
Suggested retail price	JPY1,000 plus tax
To go on sale on	Friday, March 13 th , 2015, and later

(*) The release date may differ depending on the store.

(*) MD Paper...“Midori Diary paper,” developed in the 1960s especially for diaries. Made in Japan.

(*) Some products are not available in EU due to no registration of the trademark right