

**Designphil America, Inc.  
to open TRAVELER'S COMPANY USA,  
an official TRAVELER'S COMPANY online store for North America**

Open date: Monday, June 8, 2020

Designphil (headquarters: Shibuya, Tokyo, president: Ichiro Aida) is a design company that inspires greater enjoyment of daily life and suggests new ways to live through design. Designphil America Inc., a wholly owned subsidiary established in December 2019, announced that it will open TRAVELER'S COMPANY USA (here in after called TRC USA), an official online store for Designphil's TRAVELER'S COMPANY brand in North America, on Monday, June 8, 2020. The website will sell TRAVELER'S COMPANY products and serve as a tool to build TRAVELER'S COMPANY's fan community in North America.


Designphil America was established on Monday, December 16, 2019 to build a fan base in North America by breaking into new markets, promoting our brands and providing a higher caliber of services to our customers. The company has opened TRC USA (travelerscompanyusa.com) as an online store for the TRAVELER'S COMPANY brand in the North American market. In addition to selling TRAVELER'S COMPANY products, TRC USA contains a variety of content from the official TRAVELER'S COMPANY website (www.travelers-company.com), such as product information and some words from the creators, providing North American users with a more personal view of TRAVELER'S COMPANY and allowing them to immerse themselves in the TRAVELER'S COMPANY world.

In addition to the current range of classic TRAVELER'S COMPANY products, TRC USA plans to release original TRAVELER'S FACTORY products and special North America-only products in the future. The website provides a variety of information that demonstrates what sets TRAVELER'S COMPANY apart from other brands, including the manufacturing methods used to achieve quality and convenience, feedback from other North American users, answers to questions that customers often have before purchasing products and information on how to use each product. This information will be continuously expanded in the future.

Designphil America operates TRC USA as a community base for fans and customers in North America. The Company aims to grow and connect with the TRAVELER'S COMPANY brand communities in North America through enriching the brand contents we offer in the TRC USA, partnerships with local retailers that currently sell TRAVELER'S COMPANY products, and collaborations with local brands.

Designphil America plans to follow this move for the TRAVELER'S COMPANY brand with initiatives to build presence for other Designphil brands in North America in the future.

About TRAVELER'S COMPANY



For all the travelers  
who have a free spirit

Our Story

TRAVELER'S COMPANY (TRC) consists of TRAVELER'S notebook, BRASS PRODUCTS, SPIRAL RING NOTEBOOK and other related products. We also own and run the shop TRAVELER'S FACTORY. TRAVELER'S notebook was released with five different types refill in 2006. A portable Passport Size was released in 2009. BRASS PRODUCTS, and SPIRAL RING NOTEBOOK was introduced as part of the company of TRAVELER'S notebook in 2010.

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The new TRAVELER'S COMPANY USA website

## Message from Yuri Aida, President of Designphil America, Inc.

TRAVELER'S COMPANY is a brand that makes every day feel like a journey. With the current situation restricting real travel so severely, a spirit of adventure is something we need more than ever. We hope that TRAVELER'S notebook can be something that grounds you and brings you relief in these stressful times, We also hope that our products will help you unlock the wonderful journey of imagination through time and space. Our new TRC USA online store, we share stories from TRAVELER'S notebook users—we hope you can feel inspiration from those stories in your day-to-day lives, and that those stories will connect people. In the future, we plan to work on some exciting offline initiatives with the North American stores that have brought TRAVELER'S notebook to local communities. Maybe one day we can meet in person! Until then, I hope you enjoy our new TRC USA website.

### About TRAVELER'S COMPANY USA

#### Name of website:

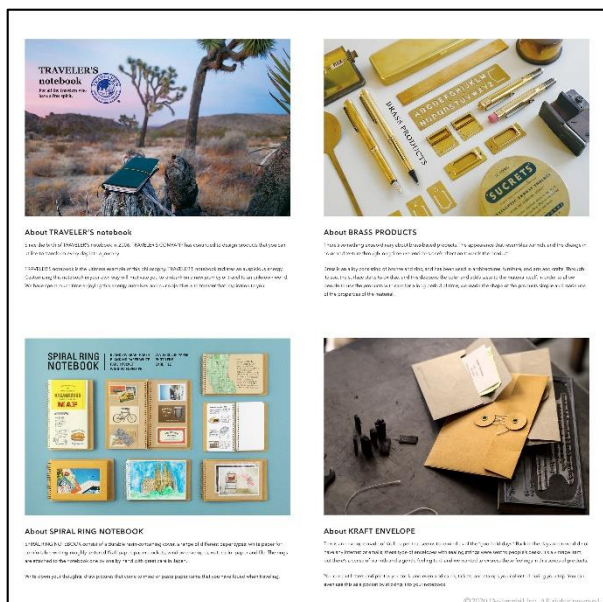
TRAVELER'S COMPANY USA (TRC USA)  
travelerscompanyusa.com

#### Opening date:

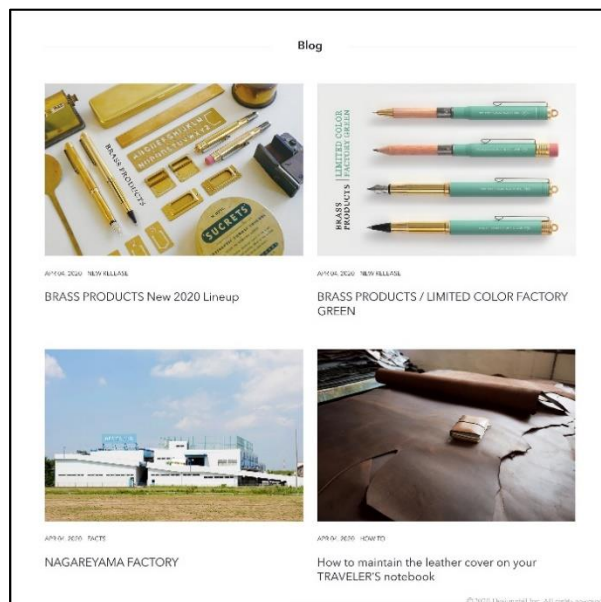
Monday, June 8, 2020

#### Main features:

- ✓ Online store  
Buy TRAVELER'S COMPANY products:  
TRAVELER'S notebook (including diaries), BRASS PRODUCTS, SPIRAL RING NOTEBOOK, KRAFT ENVELOPE
- ✓ Our Product Stories  
Details on how each product was developed with quality and convenience in mind, words from the creators, etc.
- ✓ Blog  
The blog features four main types of content:
  - Facts: The story behind MD Paper, the original paper developed by Designphil for our products, and the methods that Designphil's Nagareyama factory uses to achieve outstanding quality.
  - How To: Useful instructions, such as how to take care of leather products and how to add refills.
  - Interview: Interviews with North American users who love our products. (coming soon)
  - New Release: Information on new products.
- ✓ Find Us  
A list of stores carrying TRAVELER'S COMPANY products in North America



Our Product Stories



Blog

DESIGNPHIL Inc. [www.designphil.co.jp/english](http://www.designphil.co.jp/english)