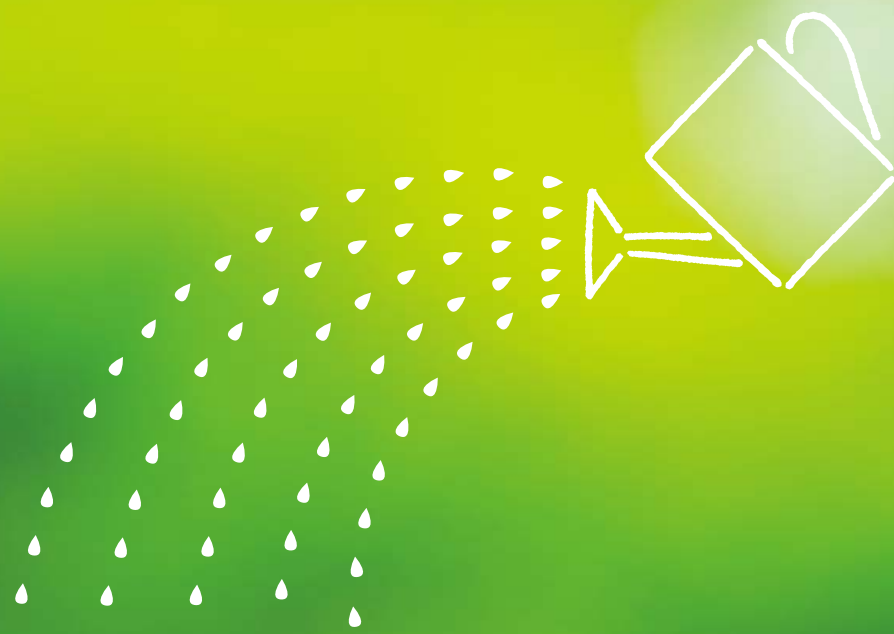


SUNAYAMAGIC VOL. 10

INVEST

We create products that are
not for "consume" but for "investment".



INVEST





**INVEST
BEAUTY**

A vibrant cityscape featuring modern buildings, a river, and a field of white daisies under a blue sky with clouds. The text "INVEST SUSTAINABILITY" is centered in the image.

**INVEST
SUSTAINABILITY**

A woman with dark hair tied back, wearing a white tank top, is shown in profile from the chest up. She is working out on a gym machine, with her right arm raised and holding a handle. The background is bright and slightly blurred, showing other gym equipment. The text "INVEST HEALTH" is centered over the image.

**INVEST
HEALTH**

A close-up, soft-focus photograph of a woman lying down. She is wearing a light blue, short-sleeved dress. Her right hand is resting on her forehead, and her eyes are closed, suggesting she is resting or sleeping. The background is blurred, showing more of the blue fabric and a white surface.

**INVEST
SLEEP**

A woman is seen from the side, wearing a black and white striped long-sleeved shirt and wide-leg white trousers. She is pulling a silver, hard-shell rolling suitcase with her right hand. She has a small orange bag slung over her shoulder. The scene is set on a concrete pier with a white railing, overlooking a vast blue ocean under a clear sky. In the distance, a small white boat is visible on the water, and a range of mountains is visible on the horizon.

**INVEST
EXPERIENCE**



**INVEST
OUTDOOR**

A close-up, side-view photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a light-colored, short-sleeved shirt and a silver metal-link wristwatch on their left wrist. The laptop is open, and the screen is dark. The background is a bright, sunny outdoor setting, likely a beach, with waves crashing onto a sandy shore. The overall tone is bright and professional.

**INVEST
SAFETY**

～2019
CONSUME → **INVEST**
2022～



CONSUME
「消費」から、キモチがワクワクするモノ・コト・カラダへの「投資」へ
INVEST

ここしばらく異常気象や天災が日常的に起きています。なかでも、ここ2年のパンデミックという非日常を経験したことで、わたしたちの価値観・購買行動の潮目は、はっきりと変化しました。欲しいものは欲しい時に、できるだけ安く手に入れて使い捨ればよいという20世紀を牽引してきた「消費」から、消費者だけでなく、生産者、流通業

者、その他、地球上に住む人々は誰でも利害関係者にとらえて、それぞれが幸福な暮らしを追求すべきだという利害を超えた暮らし方にシフトしてきています。私たちSUNAYAMAの2022から単なる使い捨てるアイテムでなく、気持ちがワクワクするモノ・コト・カラダへの「投資」になる、お客様の記憶に残る商品を開発していきます。