

FORTUNE CAT

千客万来、商売繁盛を願う縁起物として古くから愛されてきた招き猫。右手を挙げているものは幸運や金運を招き、左手を挙げているものは人を招くといわれています。また、黒猫は病除け・厄除けとして重宝されています。本来の斑模様を、モダンな金と銀の水玉で表現したこの招き猫は、焼き物のまち瀬戸で作られています。かつての瀬戸は、人形や動物などを精密に表現したセト・ノベルティと呼ばれる海外輸出向けの置物や装飾品を多く生産していました。そのセト・ノベルティの原点ともいえるもののひとつが招き猫です。

This lovable Fortune Cat, (Maneki Neko in Japanese) has long been associated with hope for business prosperity and attracting throngs of loyal customers. The cat with its right hand raised is associated with good luck, and fortune, while the cat with its left hand raised is said to beckon and attract others. The white Fortune Cat is said invite luck into your life while the black Fortune Cat is said to ward off evil and disease. This Fortune Cat was crafted in the Seto region of Japan, an area known for pottery and the production of toy animals and figurines, called Seto Novelty, for export. Originally with a mottled pattern, our Fortune Cat comes alive in the 21st century with a modern gold and silver spotted finish.

Made in Japan

Floyd[™]

PUBLIC DESIGN LIMITED
T. 055 991 2030

www.floyd.jp