

The logo for USAATO, featuring the brand name in a stylized, cursive font.

www.usaato.com

Twining love,
spinning energy,
weaving life and
uniting body and soul
& connecting us.

■ contact ■

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A stylized, white graphic logo consisting of several curved, leaf-like shapes arranged in a cluster.



Usaato fashion was created with the caring hands of the Thai people. The fabric is made from high quality cotton and hemp colored by natural dyes from plants and fruits. These fabrics are then made into clothes with a traditional weaving machine. The attention, time and passion put into the creation of these clothes give it a sense of energy that can be felt on your body and in your soul.



Usaburo Sato
Usato Designer



After having been a designer for haute couture in Europe and Japan, he searched genuine materials for clothes all over the world. He finally found minorities in Thai had used traditional ways of making cotton, material, dyeing and weaving. He uses their materials and creates clothes, which have life energy. Born in Hokkaido, Japan, lives in Chiang Mai, Thai.

4 Tips to care your Usaato clothes

Handwash

Tip 1

Washing your clothes by hand will extend the life and color of the fabric. If you must use the washing machine, adjust to the gentlest setting. Washing scarves by hand is especially recommended.

Organic Soap

Tip 2

Using organics soaps will not penetrate the fibers and allow the color of the fabric to remain.

Hang to dry in shade

Tip 3

While drying your clothes outside is ideal, drying your clothes in indirect sunlight, rather than direct sunlight, will help prevent the color from fading away. You clothes may be ironed with steam under medium heat.

Prewash

Tip 4

Prewashing your clothes will give the fabric a comfortable feel. To do so, use lukewarm salt water to soak your Usaato. After rinsing with water, hanging it outside in indirect light.

Caution:

- Some color may fade away.
- Starch is used in the fabric; it will become softer with every wash.
- It is prewashed; however, it may shrink a little.
- Keep away from bleaching soap, vinegar, lemon, and other cleaning material.



Q&A on Usaato clothes

Q. Is the fabric all natural?

A. Most of the clothes are woven by hand, although some are woven by a machine. The dyes used to color the clothes are from the natural colors of nature. Even the buttons are made from shells and wood.

Q. What kind of dyes do you use?

A. We use dyes derived from plant leaves, trees, nuts, fruits and even the soil. Through these natural materials, we can create colors such as indigo, mango, rosewood and black. To ensure the deep color remains in the fabric, it is dyed and dried between 80 and 100 times.

Q. Why do you use natural dye?

A. Ancient people used leaf/root/fruits as herbal medicines. They found that along with their medicinal properties, they absorb well into fabrics. They did this to not only promote the natural colors of the earth, but to use these dyed fabrics for healing.

Q. Where can I buy Usaato clothes?

A. Although we do not have retail stores in the United States, you can get in touch with **Yuko Gower**, an herbalist and acupuncturist, who is a distributor of **Usaato**. She can be reached by phone at **415-922-2100** or by email at **usaatousa@gmail.com**.

