

with  
the  
beatles



THE  
BEATLES



IKEUCHI  
ORGANIC

-The Beatles" (White Album) 50th anniversary collaboration project



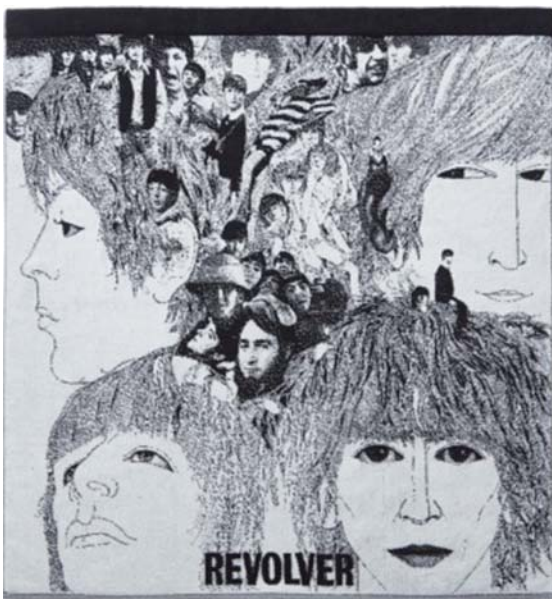
IKEUCHI  
ORGANIC

It has been 50 years since "The Beatles" (White Album) was released in 1968. IKEUCHI is proud to announce the collaboration project between The Beatles and IKEUCHI ORGANIC which was launched on May 10th.

The collaboration item is towelling tapestry of their album jackets with the serial number. It is made of 100% organic cotton and it shows the jackets' design precisely by weaving, not printing using IKEUCHI ORGANIC's Technology.

#### Beatles x IKEUCHI ORGANIC

Mr. Ikeuchi, the CEO of IKEUCHI ORGANIC says, he was 15 years old when he saw the Beatles arrive at JFK airport on Japanese T.V. in 1964. The Beatles have become part of his life since then and as you walk into Ikeuchi's flagship shops you can hear The Beatles music. This year, in 2018, his dreams have come true!!



#### Product Details:

1. Towelling tapestry: 93 x 99cm

\*With the Beatles: Now on sale / \*Live at Budokan : Now on sale

\*REVOLVER: July 10th (Accepting reservations))

2. Gym Towel: 35 x 100 cm

\*The Beatles (jacquard weaving) : Now on sale / \*sgt. Pepper' s / Help! : Now on sale

\*The Beatles (with the logo embroidery): - July 10th (Accepting reservations)

3. Towelling handkerchief: 25 x 25 cm

\*Yellow Submarine towelling handkerchief set: 6 pieces (25cm x 25cm) with special box

#### Stores:

\*IKEUCHI ORGANIC official online store  
(<https://www.ikeuchi.org/fs/ikor/c/beatles> )

\*IKEUCHI ORGANIC Stores (Tokyo, Kyoto, Fukuka & Imabari Factory store)



We, at IKEUCHI ORGANIC, make the most luxurious, eco-friendly, and safest products using 100% organic cotton ( non GMO ) at our wind-powered factory in Imabari, Japan. Our company mission is to manufacture edible towels by our 120th anniversary. We strive to make not only the safest towels ever to be made but also eco-friendly towels using 100% wind energy at our factory and offices.