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## Toward a future starting from the forest

### Expo 2025 Osaka, Kansai “Sumitomo Pavilion” Attendant Uniforms

#### Collaboration with creators of different walks

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The Sumitomo Group will orchestrate its wisdom, technology, and talent, honed throughout the years, as it prepares to showcase the “Sumitomo Pavilion” at Expo 2025 Osaka, Kansai, addressing social issues through the collective power of the group. We will create a place of gathering through exhibitions that move people’s hearts, spur change, and create hope for the future, along with entertainment packed with dreams.

Today, we are thrilled to introduce the uniforms of the attendants that will welcome visitors from Japan and abroad at the Sumitomo Pavilion.

The design of attendant uniforms at the Sumitomo Pavilion has been created through a collaboration with Yohei Ohno, designer of the “YOHEI OHNO” brand, built on the concept of “unique form and practicality”, inspired by art, architecture, sculptures, and products from past to present, and characterized by its unique and free-spirited ideas and forms.



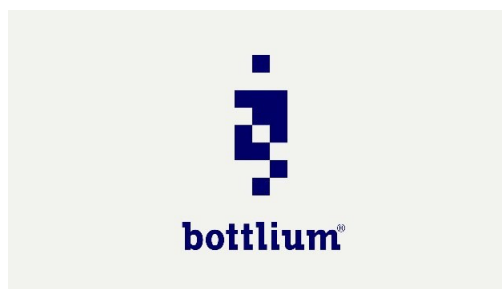
※The “attendant uniform” introduced today will be showcased together with other uniforms at the debut of the “Sumitomo Pavilion” façade scheduled in January 2025.

<Infused with the technology of the Sumitomo Group with hope for nature and future society>

To present, the Sumitomo Group has developed a countless number of technologies and services, fueled by its passion to enrich people's lives and create a better future. The uniforms of the Sumitomo Pavilion attendants are made from "bottlium®", special long fiber pellets of the highest quality, made by recycling PET bottles collected from nationwide retailers of the Sumitomo Corporation group companies. Another fiber is "COMFORMER®", a temperature control resin developed by Sumitomo Chemicals that absorbs and releases heat and contributes to boosting the comfort of people's daily lives while also reducing energy usage.



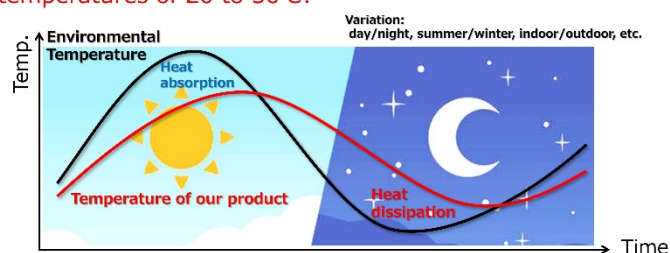
bottlium® | <https://bottlium.tomra.co.jp/>



COMFORMER® | [temperature control resin \(Heatorage™ / Comformer™\) | PRODUCT | Sumitomo Chemical Functional Polymers](#)

### Effect image

- Controls exothermic and endothermic behavior at specific temperatures of 20 to 50°C.



### <Detailed design with the functionality of a uniform>

The Sumitomo Pavilion attendant uniforms, the first uniform design for Ohno, features a design fused with functionality to facilitate staff operations. Furthermore, two types of uniform designs have been created to tailor to the physical characteristics and personality of its wearer, tied by a common theme of “suit style with jacket and pants/shirt” and “hat and shoes.”

#### ■ Unique jacket design inspired by “forest, nature, life”

Inspired by the Sumitomo Pavilion themes of forest, nature, and life, the jackets feature functional yet generous pleats to create a distinctive silhouette.



#### ■ Flared pants that showcase YOHEI OHNO design with mindfulness of function

Based on the iconic YOHEI OHNO flared pants, the length, size, and other details have been crafted with consideration to the balance with the jacket, movability, and comfort within a misty space.



■ Innerwear offering convenience born from Sumitomo technology and the formal look of a uniform

The sporty innerwear made with Sumitomo Chemical's "COMFORMER®" and based on a cycling top, provides mobility within operations that span across an extended period of time. The neckline featuring a "collar-like seam" creates a formal look that is suitable for staff welcoming guests. The back of the waist section has a functional pocket for storage while also contributing to a unique form.



■ Asymmetric hat with solid form that celebrate YOHEI OHNO design

Haute Mode Hirata has continued to bring hats to customers in Japan and abroad since its founding in 1955. This hat is a collaboration between their brand saki et show and YOHEI OHNO. Like the jacket and pants, the hat made from bottlium® has a three-dimensional design that is distinctive of YOHEI OHNO and showcases an eye-catching and memorable impression of the Sumitomo Pavilion uniform.



■Original shoes offering design and functionality, made in collaboration with Japanese brand

Shoe brand APOLLO co., Ltd., who has continued to create shoes since their founding in 1956, has collaborated with Sellenatela designer Ikuo Enomoto, the creator behind YOHEI OHNO shoes. With a silhouette and contrasting colors that are consistent with the jacket and pants, these are also functional shoes with elastic collars that offers soft comfort.



■Yohei Ohno

Designer of “YOHEI OHNO”. After graduating from Bunka Fashion College, gained a scholarship to study at Nottingham Trent University in the UK. Founded his own brand, “YOHEI OHNO” in 2014 after returning to Japan. Based on the concept of “unique form and practicality”, Ohno pursues new images of people and lifestyle toward the future through unique approaches that is not restricted by tradition and inspired by art, architecture, sculptures, and products of past and present.



Official site: <http://yoheiohno.com/>

Instagram: [@yohei\\_ohno](https://www.instagram.com/yohei_ohno)

## Sumitomo Pavilion collaborations

Sumitomo Pavilion is tying up with various creators/artists and corporations in Japan and abroad in its development of uniforms, exhibition contents, and official merchandise. Sumitomo Group will go beyond the group and work with diverse talents to create exhibitions that move people's hearts, spur change, and create for the future, along with entertainment packed with dreams.



### 【Provision of Assets】

Assets can be downloaded from the following URL.

<https://bit.ly/3ZAI FE2>



※Please credit © Sumitomo EXPO2025 Promotion Committee and @yohei\_ohno when using the images.