

# LONG LIFE DESIGN

“All long-lasting things have an essential core.

We created this place so that everyone could take the time to consider “long-lasting things.” By everyone, I mean our customers, staff and manufacturers of the products we sell. **At their core, all long-lasting things have something that we value in our lives. It’s nice to keep up with trends, but it’s even more satisfying to incorporate things that have long existed in our community, into the foundation of our lives. We believe that these things can fill one’s life with fundamental strength and substance.** This place is neither just a store nor a restaurant. If there’s a problem with a product, we’ll have the manufacturer fix it. If we find something good, we’ll share it with everyone who gathers here. Our hope is that this place will make more people aware of long-lasting, meaningful things.”

— Kenmei Nagaoka, D&Department Founder, d&Department

## LONG LIFE DESIGN CRITERIA

- 1. Repair:** A system and method for repairing goods for continued use must be available.
- 2. Cost:** The costs of goods must be set at a level that will allow the manufacturer to continue production.
- 3. Sales:** The seller must have strong will to convey its beliefs to consumers.
- 4. Manufacturing:** The manufacturer must be passionate about the process of “making.”
- 5. Function:** The product must be functional and easy to use.
- 6. Safety:** The product must be safe to use.
- 7. Planned Production:** The product must be produced in planned and foreseeable volumes.
- 8. User:** The product must lead its users’ attentions to broader issues.
- 9. Environment:** The product must be made with consideration of the environment in any age.
- 10. Design:** The product must be beautiful.