

TRUE  
BLUE

共  
進  
化

## Coevolution

人とモノ、人と環境は触れ合いながらともに進化する。インディゴは色落ちする。でもそれは欠点にして長所。ありのままのインディゴとつきあう知恵を磨くことは、異なるものと共存するスキルを進化させることでもある。People and the goods they use, people and the environment in which they live, evolve together through contact, one with the other. Indigo is not colorfast and that is the paradox, because this weakness is also its strength. Learning to embrace indigo's qualities, is an acceptance of coexisting with something different and changeable.

個  
性

## Identity

染めては空気にさらす。この作業のくりかえしがブルーの色合いを深める。着て洗っては色落ちさせる。この過程のくりかえしがブルーの風合いを高める。くりかえしが生むただひとつのブルー、それがインディゴの個性。

Dyeing then exposing to air. The repetition of this act deepens the blue color. Wear it, wash it and the color fades. The repetition of this process heightens the texture of the blue. The one and only blue that is created through repetition - that is the true identity of indigo.

# That's INDIGO

はじめは扱いにくいヤツかもしれない。白モノへの色移りにハラハラさせられ。でも、洗うほどに味わいを深め、着るほどに愛さずにはいられなくなる。それが永遠に変わらぬインディゴの基本色、筋金入りのトゥルーパーブルー。  
You may think it will be rough to handle at first. You may worry about turning your whites blue. But it deepens in character every time you wash it, And the more you wear it the less you can resist the temptation to love it. That is the immutable basic color of indigo, Hardcore true blue.

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