

# Traditional Japanese Wedding Kimono Experience & Selfie Photography ～Kimono Asobi～

## Concept

Experience a unique kimono dressing session at a wedding attire rental shop with over 100 years of history. Choose from 500 traditional Japanese wedding garments and try on up to four outfits.

Fukui City (Fukui)

At Marry Marie, a wedding attire rental shop with a century-long history in Fukui, you can dress in Iro-uchikake (elaborate colored wedding kimono) or Shiro-muku (pure white wedding kimono) and capture special commemorative photos. The kimonos available are one-of-a-kind pieces that blend traditional craftsmanship with modern aesthetics. These garments are meticulously hand-stitched by skilled artisans, showcasing the pinnacle of Japanese textile artistry. Their carefully woven fabrics and intricate designs enhance the elegance and presence of the wearer. Unlike standard kimono experiences, this session offers an immersive cultural journey, making it a treasured memory of your visit to Japan.

## Iro-uchikake and Shiro-muku

For women, we offer 250 Iro-uchikake adorned with gold threads and vibrant colors, symbolizing festivity, and 50 Shiro-muku, representing purity and tradition in Shinto wedding ceremonies.

## Men's Montsuki Hakama & Children's Kimono

We also provide Montsuki Hakama (formal attire for men), Haori Hakama for boys, and beautifully designed kimono for girls, ensuring a diverse selection for all guests.

## Experience Details

Regardless of gender or age, our store boasts over 500 kimono for you to choose from, allowing you to try on up to four outfits. From these, you can select your favorite, which will be professionally fitted.

Dress in an exquisite kimono and capture the moment with your smartphone or camera. After the photoshoot, enjoy a relaxing tea time with green tea and traditional Japanese sweets. Immerse yourself in Japan's rich cultural heritage through this luxurious experience.



## Plan Overview

We offer Shiro-muku, Iro-uchikake, Furisode, Montsuki for men, and children's kimono for boys and girls.

You can try on up to four kimono within 60 minutes.

Choose from 500 available garments.

The first three kimono will be lightly fitted for selfie photography.

The fourth kimono will be professionally fitted for a more refined photoshoot.

This is a must-try experience for kimono enthusiasts.

Afterward, enjoy a traditional tea gathering while still wearing your kimono.

## Schedule on the Day of the Experience

For an 11:00 AM start:

11:00 – Arrive at Marry Marie → Reception

11:05 – Hair styling, light makeup, kimono fitting, and selfie photography  
(Select up to 4 outfits)

12:30 – Professional dressing of the fourth kimono begins

13:00 – Tea gathering (Japanese tea & sweets provided)

13:30 – Experience concludes

\*A 2:00 PM start option is also available.



## Optional Services

Standard hair styling & light makeup: Free

Traditional wig + Kanzashi hair ornament (Bunkin Takashimada style) + professional makeup: ¥55,000

## A Stress-Free Kimono Experience, Even for First-Timers

Choose up to four wedding kimono from 500 available designs at a specialty wedding attire store.

Enjoy the experience rain or shine.

Over 10 themed photo booths are available for diverse photography settings, including traditional Japanese rooms, cute setups, and elegant backgrounds. Men's and children's kimono are also available.

Sizes accommodate heights ranging from 90 cm to 190 cm, so all guests can participate with ease.

Communication is supported by a translation app.

No need to bring anything! Innerwear, undergarments, and socks are included in the rental package, allowing you to enjoy the experience without carrying extra luggage.

