



## A Century of Sewing. A Hundred Years of Supporting Creativity.

FOR IMMEDIATE RELEASE

**JANOME AUSTRALIA WEDNESDAY JANUARY 6, 2021:** Janome celebrates a proud 100 year history of tradition and innovation this year.

In 1921, Janome Sewing Machine Co., Ltd. was founded as Japan's first domestic sewing machine manufacturer. Yosaku Ose, a pioneer in Japanese sewing manufacturing, came up with the idea of replacing the conventional oblong 'shuttle-type' bobbin with an unprecedented round bobbin design. This new shape was thought to resemble the eye of a snake, hence as the new machine gained ground, it was affectionately referred to as Janome (pronounced: Ja-No-Mey), meaning 'the snake's eye' in Japanese.

Janome changed the world of sewing with the invention of the round bobbin, and today continues to challenge tradition and establish new benchmarks in sewing machine technology.

On the occasion of the 100th anniversary, Janome Australia will hold a year-long celebration with stories, interviews, giveaways and projects.

Looking ahead, Janome plans to continue refreshing its current sewing machine range to meet the evolving needs of an ever-changing marketplace.

"In these challenging times, we are continuously finding new ways to develop and improve the creative culture through providing great products that bring joy. It is the quality that has marked our growth and evolution as a company for 100 years. And it is one that will continue to carry us forward, in partnership with our dealers and distributors, we have made a positive impact in the lives of the community." said Hiroshi Ikuta, Managing Director of Janome Australia.

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### About Janome

Originating from Japan with a world-renowned reputation for excellence, Janome has been designing and manufacturing sewing machines for a hundred years. The name "Janome" was adopted in 1935 and means "Snake Eyes" in Japanese: the bobbin that was used back then was an unprecedented round metal bobbin system resembling a snake's eyes. Since those early days, Janome has established itself as a leader in the sewing machine industry, with a focus on continuous product improvement and exciting innovation. Today, Janome employs over 3,500 people, and has operations in over 100 countries worldwide.

