



WHAT IS KIGURUMI

More than Japanese Animal Pajamas

JAPANESE STREET FASHION

Kigurumi was born about 10 years ago in Japan. It quickly became a staple of Shibuya and Harajuku fashion culture.

Kigurumi has been an iconic part of Japanese street style for the past decade.

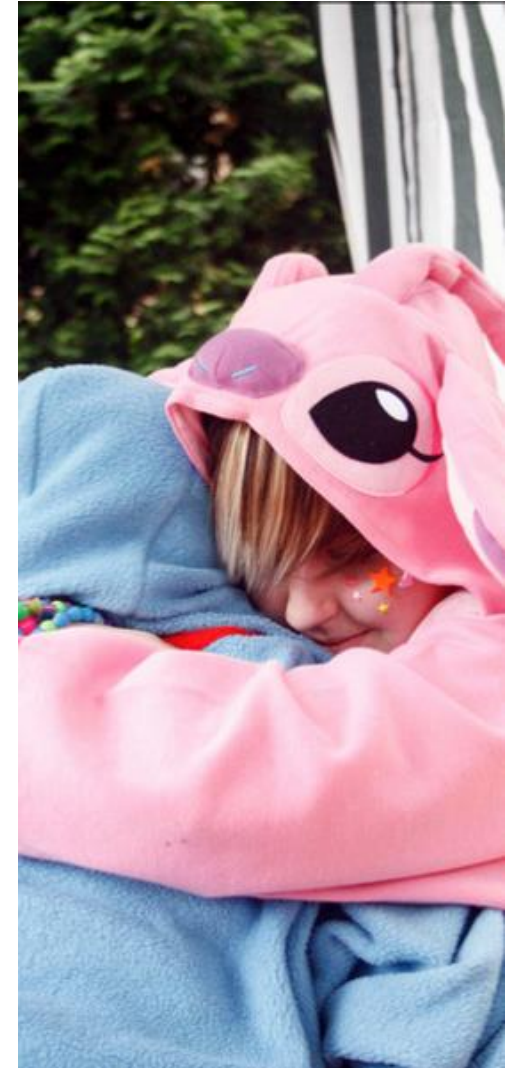
Despite the popularity in Japan, Kigurumi remained virtually unknown to the Western world until about 2011.



COSPLAY FOR EVERYONE

Kigurumi wearers love the fantasy aspect of becoming their favorite animal in a fun and playful way. It's like wearing a stuffed animal.

By putting on a Kigurumi, you instantly become huggable.



STAND OUT FROM THE CROWD

Kigurumi are about breaking the conventions of traditional attire and taking a trip to the fringes of normalcy. It's more fun over here.

Kigurumi – or Kigu, if you're into the whole brevity thing – are quite possibly the coziest thing you will ever wear. They're fabulous for keeping warm during a cold spell and for standing out from the crowd in the classroom, office, or club.





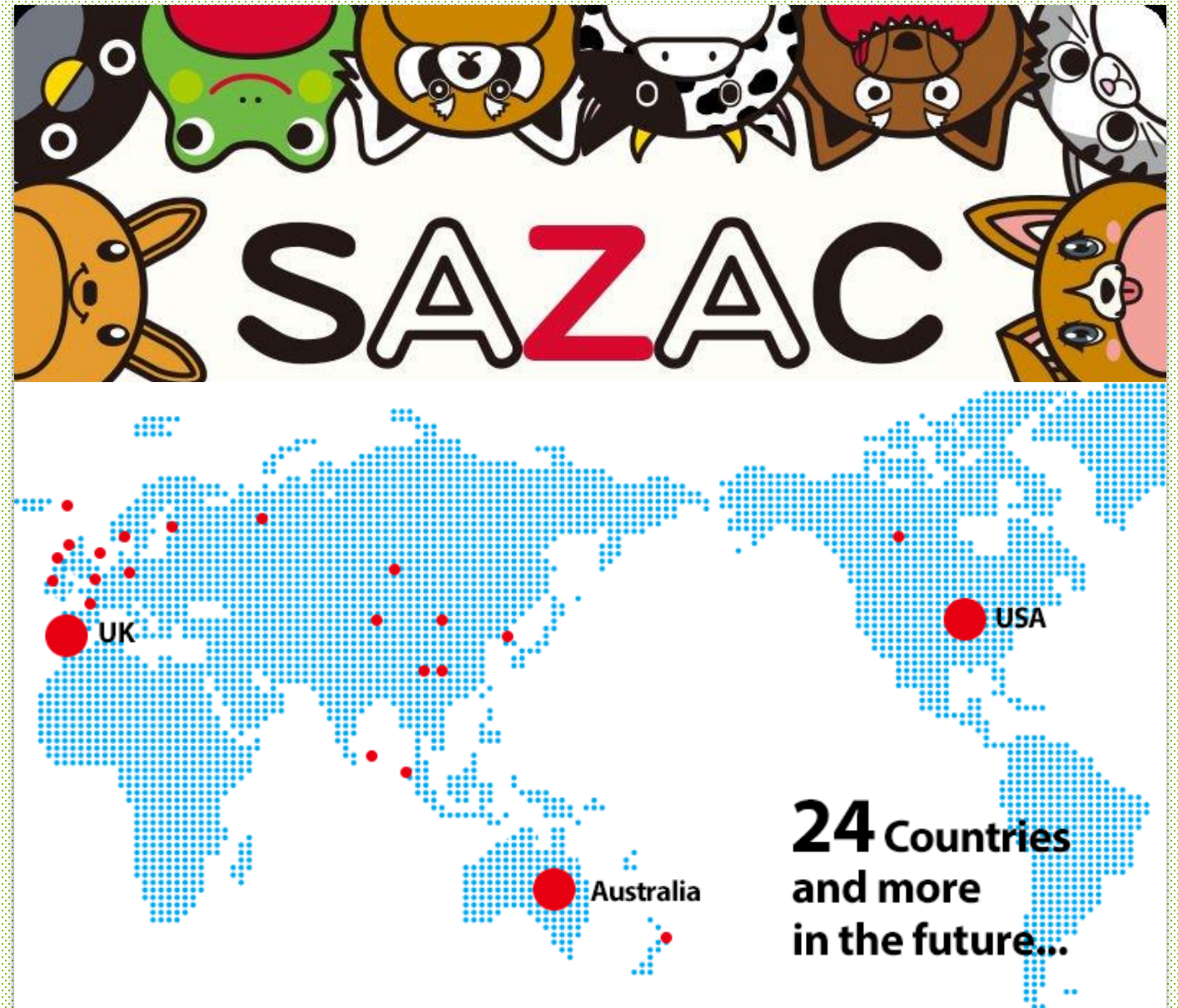
SAZAC

The Originator of the Animal Onesie Trend

JAPANESE DESIGN, INTERNATIONAL APPEAL

The unique Japanese aesthetic is at the heart of all SAZAC designs. Impossible to imitate, this distinct style appeals to customers across the globe.

SAZAC products are sold at retail outlets in Asia, Europe, and the Americas, both online and offline.



LASTING QUALITY

SAZAC pays great attention to detail and uses the highest quality material, ensuring your Kigurumi will last.

Kigurumi are machine washable.



SAZAC



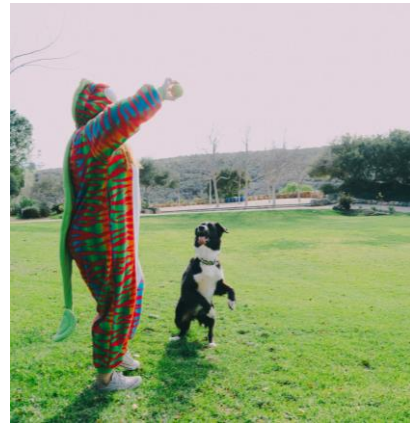
Counterfeit



MULTI-PURPOSE MOOD LIFTER

Kigurumi can withstand the wildest parties, the deepest naps, and everything in between.

It's impossible to be grumpy when you're wearing a Kigurumi.



A group of five people wearing large, colorful kigurumi costumes (a green dinosaur, a white bear, a colorful striped animal, and a pink pig) are walking away from the camera on a paved path. They are carrying a small child in a colorful striped kigurumi. The background features a lush, green hillside with red flowers and a stone wall on the right.

KIGURUMI ADVENTURES

Oh, The Places You'll Go

KIGURUMI NIGHTLIFE

Kigurumi have been spotted at pub crawls and festivals across the country. Any place there are people looking for a little escape from their everyday lives, you can find kigurumi.









KIGURUMI OUTDOORS

Kigurumi enthusiasts have taken their onesies to the ends of the earth and the edge of the heavens.









KIGURUMI INCLUSIVITY

Kigurumi bring people together, be it a company party, family reunion, or just a few friends hanging out.







A man and a woman are wearing kigurumi (animal-themed pajamas). The woman is wearing a yellow giraffe kigurumi, and the man is wearing a green and yellow dinosaur kigurumi. They are both smiling and pointing towards the camera. The background is a city skyline at night with many lights.

CELEBRITIES IN KIGURUMI

Musicians, Models, Actors, & Billionaires

Miley Cyrus & Ariana Grande

Backyard Sessions Music Video



Lily Allen, Miley Cyrus, Ariana Grande



Skrillex & Friends



Meghan Trainor



Gerard Way

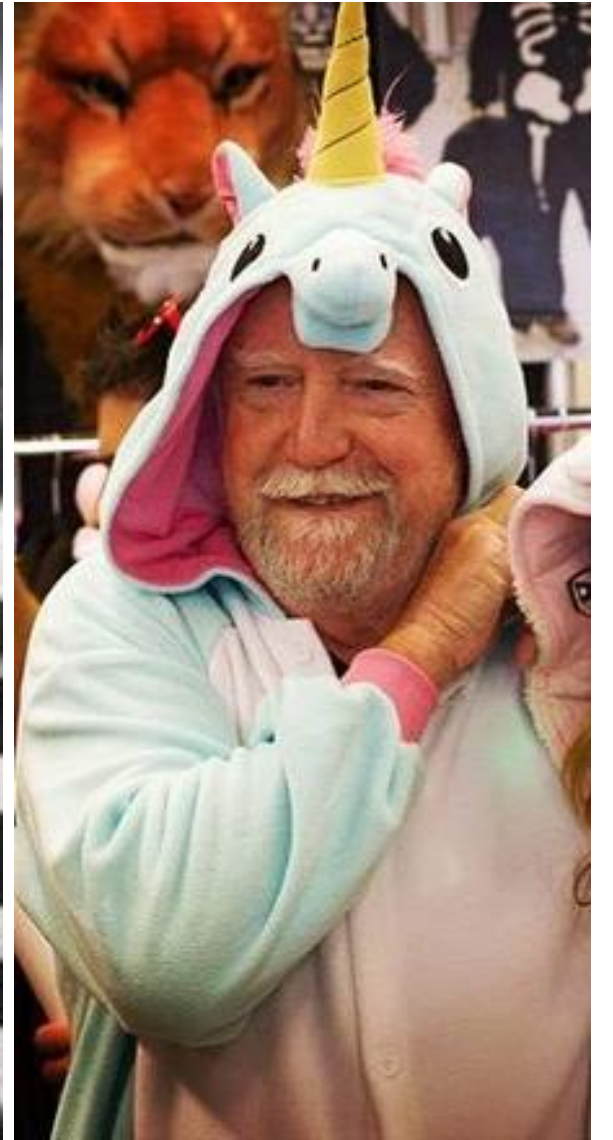
My Chemical Romance



COMMON KINGS, LINDSEY STIRLING, RITA ORA



Sarah Wayne Callies,
Norman Reedus,
Scott Wilson
The Walking Dead



Anne Hathaway,
Margot Robbie,
Gina Rodriguez



Rhian Sugden, Cara Delevingne



Richard Branson





KIGURUMI FOR KIDS

Adults Can't Have All the Fun

KID-SIZED KIGURUMI

Kigurumi come in two sizes for kids, ensuring the little ones won't miss out on the fun of Kigurumi.





NEW KIGURUMI

And Other SAZAC Products

NEW!

DREAMIN' KIGURUMI

DREAMIN' KIGURUMI



RAINBOW UNICORN



RAVE CAT



CHICKEN KIDS KIGURUMI





<https://kigurumi-shop.com/big-fat-head.aspx>





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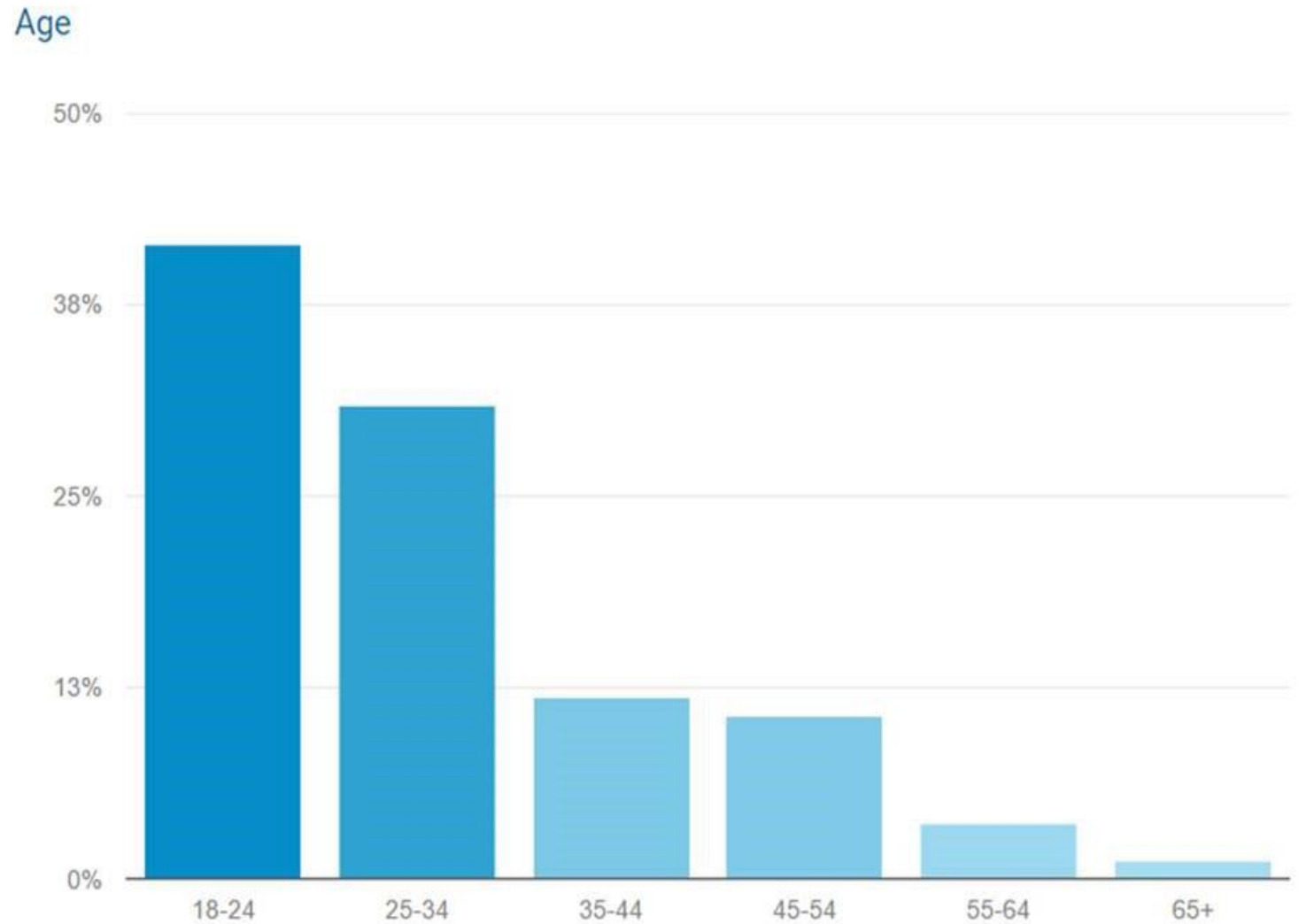
A group of people are seated in a movie theater, wearing large, plush kigurumi hoods. The hoods are designed to look like various animals and characters, including a brown bear, a white unicorn, and a pink unicorn. The people are looking towards the screen, and some are holding popcorn. The theater is dimly lit, with the focus on the people in the foreground.

WHERE'S YOUR KIGURUMI

Statistics & Demographics

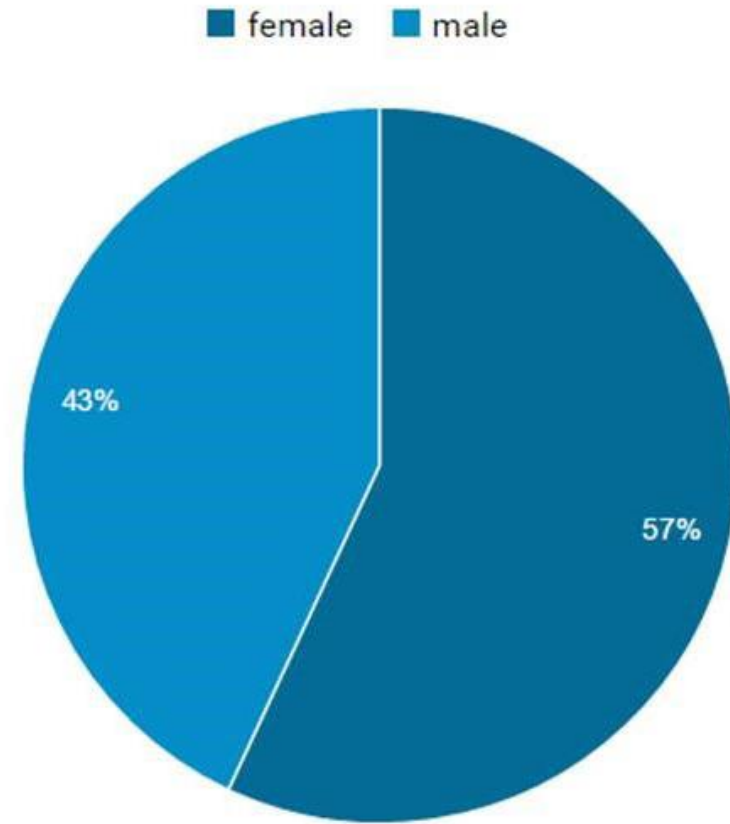
AGE

College-aged young adults
readily take to Kigurumi.



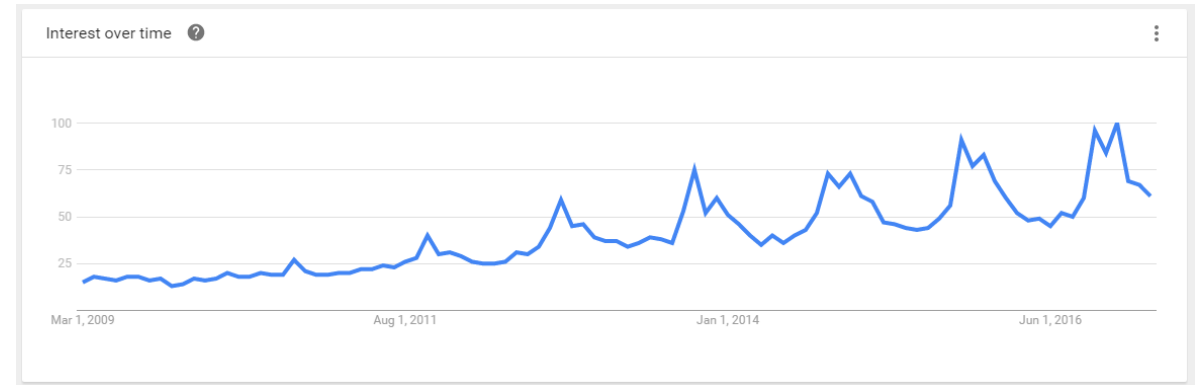
GENDER

Kigurumi appeal to both men and women, with a preference displayed among women.



SEARCH TREND

The popularity of Kigurumi has been increasing steadily over the years, as evidenced by Google Trend's search data.



CONTACT



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