



Prussian Blue

Brand Concept

Blue Colorit could be Sky-Blue, Sea-Blue or sometimes another blue for our belongings like garments or handbags.

Blue is one of the most familiar colors, naturally coming into our daily life, since the human race recognized what the colors are.

Blue looks quite simple colour but one feature would be to become darker and deeper if it was painted repeatedly, and another feature would be to show how it is so close to natural shade if it was painted very lightly just like transparent.

It means Blue is being interminably deep and exceedingly natural, anyway.

The existing value of this colour, which makes use of expressing Ups & Downs of our mind, could be reflected toward the World of Auto Mobile-Making Up.

This is our original intention upon "PRUSSIAN BLUE".

We hereby wish to show you our Up-To-Date & Highest Class Program, provided with naturally bright & fresh looks and also deeply smelling sweet silhouette with

a kind of danger & stimulate. Then, you would surely take your breath away with its beauty and that is why we are now inviting you to such a wonderful BLUE-WORLD.

Turn the world celebrity with Prussian Blue



The greatest artist, Van Gogh

The 20th Century's genius painter Pablo Picasso, The genius Ukiyoe Painter of Worldwide Fame, Hokusai, All of them have a characteristic common with their works of Art upon a technique and a touch of painting.

The Blue produced early in the 18th Century— PRUSSIAN BLUE —is actually used in their typical works of Art as the vivid blue color with clear & transparent feelings furnished together.

The great impressionist, Renoir, once estimated "PRUSSIAN BLUE" as dangerous color. It means he feared losing the shine of other colors completely such as RED and YELLOW, because PRUSSIAN BLUE becomes much clearer whenever stretched out and becomes much deeper whenever repeatedly painted.

Thus, this fresh blue color moved the Arts World very much with the help of those greatest painters.

While we are learning the absolute power to change the World, our PRUSSIAN BLUE, which gave out the power & brightness to change Modern Arts, would take over individuality and existing feelings not mixed up with anything else.

Then, it also take over deep brightness loved by Top Artists furnished with high leveled technique & senses.

PRUSSIAN BLUE has greatly changed the World History of Art being loved by the greatest painters, and now PRUSSIAN BLUE is freshly produced to make the big changes of the Dress-Up World being loved by Grown-up People.