

AXE YAMAZAKI SEWING MACHINE



A sewing machine suitable for people raising children

Strengths



Simple functions & user interface

Its functions are narrowed down to the minimum necessary to enhance user-friendliness.



Optimal size

The handy, magazine-size unit allows easy use.



Design in harmony with interior furnishings

Its appealing design facilitates home sewing.



Video providing easy-to-understand instructions

A QR code leads to a tutorial video explaining how to use the sewing machine.



Streamlined functions

A smartphone stand also serves as a needle cover.



Minimal design

It does not take up space. This lightweight, cordless machine can be used anywhere.

1st Prize Winner!

Records made in renowned online shopping malls

Rakuten: Rakuten Overall Ranking Grand Prize (ALL Categories) & Rakuten Ranking Weekly Prize 2020–2022 (Electric Sewing Machine Category)

Amazon: Amazon Ranking Best Seller Prize (Sewing Machine Category)



GOOD DESIGN AWARD 2020
GOLD AWARD
(Minister of Economy, Trade and Industry Award)



JIDA
(Japan Industrial Design Association)
DESIGN MUSEUM SELECTION VOL.22
SELECTED



KIDS DESIGN AWARD 2020
EXCELLENCE AWARD
(Minister of State for Measures to Combat Declining Birthrate Award)



DESIGN INTELLIGENCE AWARD 2021
TOP100 HONORABLE MENTION



iF DESIGN AWARD 2022
iF DESIGN AWARD
(iF International Forum Design GmbH)



ARCHITECTURE & DESIGN COLLECTION AWARDS 2022
GOLD WINNER
(Product Design Built)



GERMAN DESIGN AWARD 2023
WINNER
(Excellent Product Design Lifestyle and Fashion)

Story behind the development of this product

First, we focused on **child-raising families**, who have the strongest motivation to start home sewing, and conducted repeated research and interviews.

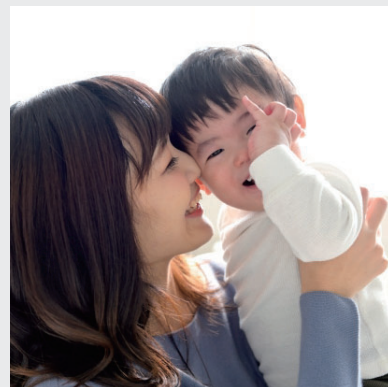
Unfortunately, all the feedback we received from these families comprised negative opinions on sewing machines, for example, "It seems difficult to operate," "It's troublesome to take it in and out," and "It always takes up space."

However, such dialogue with child-raising families afforded us an opportunity to hear a crucial phrase from them: "Actually, I'd like to give it a try..." This phrase inspired us to change the future of sewing machines.

Changing negative opinions into positive feedback—This is what we aimed to achieve through the creation of a new sewing machine. We completely changed our course of action from making multi-functional, high-spec sewing machines. Based on our new concept, we carried out further research.

"With such ease of use, I guess I can give it a try!"

This is how we created a sewing machine that enables even child-raising families to enjoy sewing casually.



Example works



Tote bag



Bib



Oven mitt

"We want to brighten the future of sewing machines!"

We have been dedicated to the production of sewing machines for over 70 years. Unfortunately, the home-use sewing-machine market has shrunk to less than half in the last twenty years.

"We want to brighten the future of sewing machines!"
This is our passion that triggered the development of this product.



Product Specifications

Unit dimensions
(W) 11.5 in. × (D) 4.5 in. × (H) 10.4 in.
Unit weight
Approx. 4.6 lbs.

Power supply
120 V, 60 Hz
Rated power consumption
9 W

Purpose
Indoor household use

Accessories
a. 1 AC adapter
b. 1 foot switch
c. 2 bobbins

d. 1 needle (#14)
e. 1 needle threader
f. 1 spool cap

g. Buttonhole foot
h. Safety needle cover/smartphone stand
i. Needle plate screwdriver

AXE YAMAZAKI

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