

Welcome to GYOKUSHINDO

since 1897



ASAKUSA TOKYO

News →  

About Us

GYOKUSHINDO opened about 120 years ago in Asakusa, Tokyo. We offer a variety of Japanese traditional goods and popular souvenirs for tourists from all over the world. With over 13,000 items, there's something for everyone. Service in English available.

Products

Here is just a small sampling of our products. We are waiting for your visit!



Magnet, Key Ring
Fan, T-shirt, Sake Cup etc.



Authentic Kokeshi Dolls
Kimmidoll



Traditional toys/games



Good Luck charms/items
Cat, Daruma doll, owl etc.



Traditional Masks
Fox, Kabuki, Noh etc.



Popular characters

木札 “KIFUDA” Japanese Good Luck Name Tag and Necklace

At Gyokushindo we offer carvings of your name on wooden tags in Japanese letters (Kanji, Hiragana or Katakana) with traditional lettering styles. We can also carve your favorite words or the image of characters considered good fortune in Japan.

This custom began in the Edo period (18th century) when people wrote their name on Japanese papers and brought them to shrines and temples to pray.

Our Kifuda are carved on Hiba wood. This popular, non-perishable wood has been used to build shrines and temples for many years in Japan. You can choose Ebony or Tsuge, which are a shiny, high quality woods, as well as other options.

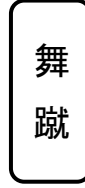
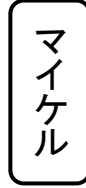
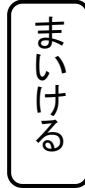
This name tag will bring you good luck. Please carry it with you all the times!



Type A: All custom made

We can translate your name into Japanese.
Please choose a style from ① to ⑤.

- ①Alphabet ②Hiragana ③Katakana ④Kanji ⑤Symbol
Chinese characters



For example, Alphabet on the front side and Japanese Hiragana on the back side.

Your original designed name tag can be made in approx. 30 min.

Type B: Wish & Name



Choice from 7 wishes
• Good health • Love
• Family harmony etc.

MAKINO GYOKUSHINDO Store Information



Address 1-20-1 Asakusa, Taito-ku,
Tokyo Japan 111-0032
Phone +81-3-3841-4884
Email info@gyokushindo.jp
Opening Hours 10:30am – 5:00pm, 7days
(Irregular holidays)

Credit Card
VISA, Master, American Express etc.

Japan Duty Free Shop
*original copy of passport required



Access

3 minutes walk from Asakusa Station.
8th store on the left side from Kaminarimon Gate to
Senso-ji Temple.



Map

[Click here for Google Map](#)

