

# Wasarasa (和更紗) — EEAT Content

**Page / use:** About / Owner page & supporting on-page copy for wasarasa.com **Subject:** Machiko Tanaka (田中 眞知子) — Kimono dressing, fitting, rental & hair styling, Sasebo (佐世保市), Nagasaki, Japan **Language:** English (matches site & target audience: international visitors and the Sasebo community)

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## Meta description (≤ 155 characters)

Authentic kimono dressing, rental & hair styling in Sasebo by Machiko Tanaka — a Kyōto-trained, licensed kimono instructor with nearly 40 years of experience.

## Short description (for cards, social bios, directory listings)

Wasarasa (和更紗) is a kimono dressing, rental, hair styling and photoshoot studio in Sasebo, Nagasaki. Founded and run by Kyōto-trained, licensed kimono instructor Machiko Tanaka, Wasarasa brings nearly four decades of professional dressing experience to visitors and locals alike — from coming-of-age and Shichi-Go-San ceremonies to relaxed cherry-blossom photoshoots. English spoken, transparent pricing, U.S. dollars accepted.

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## Main EEAT page text

### Meet Machiko Tanaka — A Kyōto-Trained Kimono Master in Sasebo

Behind every kimono fitted at Wasarasa stands one person and one promise: that you will not simply *put on* a kimono, but be dressed the way it is meant to be worn — with the correct lines, the right balance, and the quiet confidence that comes from doing something properly.

That person is **Machiko Tanaka (田中 眞知子)**, founder of 和更紗 Wasarasa and a licensed kimono dressing instructor with nearly **40 years of professional experience** in kimono fitting, dressing, instruction and hair styling.

### Trained in Kyōto, the heart of kimono culture

Machiko's path began in **Kyōto** — the city most closely associated with traditional Japanese dress and the place where kimono craftsmanship has been refined for centuries. After graduating from a Kyōto beauty school, she studied bridal technique under a mentor of the **Japan Hair Design Association**, mastering the demanding skills required to prepare a bride from head to hem.

She then earned her formal qualification as a **kimono dressing instructor (着付け師)** — not a weekend course, but the recognized credential that allows her to both dress clients to a professional standard *and* teach the craft to others. This combination of Kyōto schooling,

association-level bridal training and a teaching licence is what separates an experienced dresser from someone who has simply learned to tie an obi.

## **Four decades of real ceremonies, not just rentals**

Credentials matter, but experience is what you feel in the result. Over nearly forty years, Machiko has dressed clients for the moments that matter most in Japanese life:

- **Coming-of-Age (成人式 / Seijin-shiki)** — the formal furisode dressing that marks the transition into adulthood, where every fold and the height of the obi knot must be exact.
- **Shichi-Go-San (七五三)** — dressing children of three, five and seven for their shrine visits, which calls for patience and gentleness as much as technique.
- **Bridal and formal occasions** — the most exacting kimono work there is, drawing directly on her Kyōto bridal training.
- **Everyday cultural experiences** — kimono and yukata rentals, fittings and photoshoots for visitors who simply want to experience the elegance of traditional dress for an afternoon.

Having relocated this expertise to **Sasebo**, Machiko now offers the same standard of dressing to the city's residents, families and international visitors — including the many English-speaking guests who come through the area.

## **Dressing *and* hair — one artist, one coherent look**

Many studios dress you in a kimono and stop there. Machiko trained first as a **hair stylist**, which means your hairstyle and accessories are designed by the same hands that style your kimono — so the finished look is complete and coherent, traditional or contemporary, rather than two separate jobs that don't quite match.

## **Why visitors and locals trust Wasarasa**

- **English spoken.** You can book, ask questions and be looked after in English throughout your visit.
- **Transparent pricing.** Prices are listed on each service page and are inclusive of taxes — no surprises.
- **Clear booking and cancellation terms,** provided with every reservation.
- **Flexible payment,** including cash and U.S. dollars, with international guests in mind.
- **A real person, reachable.** Wasarasa is not a faceless rental counter — you are in the hands of the studio's founder, with direct contact by email, phone, WhatsApp, Instagram and Facebook.

## **An invitation**

Whether you are a visitor hoping to experience authentic Japanese culture for a day, or a local marking a once-in-a-lifetime ceremony, Wasarasa offers something a quick rental never can: the care, precision and artistry of a true master with four decades of dedication behind every appointment.

We would be honoured to dress you.

## How this text maps to E-E-A-T (notes for the editor — not for publication)

Pillar	Where it is established in the copy
Experience	"Nearly 40 years," the four concrete ceremony types she has actually performed (Seijin-shiki, Shichi-Go-San, bridal, rentals), relocation of practice to Sasebo. First-hand, real-world doing.
Expertise	Kyōto beauty-school training, bridal technique under a Japan Hair Design Association mentor, licensed kimono dressing <b>instructor</b> , dual hair + kimono skill set. Specific, verifiable craft knowledge.
Authoritativeness	Kyōto lineage (the recognized centre of kimono culture), association-level training, the teaching licence (qualified to instruct others), "sought-after by tourists and locals." External recognition signals.
Trustworthiness	Transparent tax-inclusive pricing, clear cancellation terms, named real person reachable via multiple verified channels, English support, honest framing ("not a faceless rental counter").

### SEO / on-page notes

- Primary target phrases woven in naturally: *kimono dressing Sasebo, kimono rental Sasebo, kimono fitting Nagasaki, Seijin-shiki / Shichi-Go-San dressing, English-speaking kimono studio Japan.*
- Recommended structured data: `Person` schema for Machiko Tanaka (name, jobTitle "Licensed Kimono Dressing Instructor", knowsAbout, worksFor) nested in a `LocalBusiness` for Wasarasa — this is exactly the kind of named-author + named-business signal Google's quality rater guidelines reward.
- Keep the E-E-A-T mapping table out of the live page; it's an editorial aid only.
- Everything above is drawn from the live wasarasa.com content — no invented credentials, awards or biographical claims were added, which is essential for genuine (not fabricated) E-E-A-T.