



On August 8, International Cat Day, a “Direct-to-Cat” Brand is Born

Lifestyle D2C Brand for Cat Lovers

Mr. & Ms. Cat

Calling for Submissions to a Portrait Exhibition of Our Beloved Cats

Mr&Ms Cat Inc. has created “Mr&Ms Cat,” a lifestyle D2C brand that realizes the wishes of cat lovers to enjoy a stylish life with their precious feline family.

Before the celebration of International Cat Day on August 8, Mr&Ms Cat is inviting cat lovers around the world to participate in an online portrait exhibition for their beloved cats --- “The Meowseum.”

Website <https://mrandmscat.com>

Instagram [@mr.and.ms.cat \(https://www.instagram.com/mr.and.ms.cat/\)](https://www.instagram.com/mr.and.ms.cat/)

Sharing Life with You.

Mr. & Ms. Cat

Sharing Life with You.

Mr . & Ms . Cat

The brand tagline is "Sharing Life with You." May cats and humans enjoy equally comfortable lifestyles.

Brand Overview

Mr. & Ms. Cat focuses on the ideals and needs of cat lovers, especially Millennials, around the world, and makes their wishes for a stylish lifestyle with their beloved cats come true. The brand philosophy stems from the sustainability of humans, fauna, flora, artefacts all playing the main role in the narrative of our existence. Rather than lifestyles that require cats to accommodate to humans, Mr. & Ms. Cat proposes lifestyles that please both cats and humans.

Mr. & Ms. Cat offers two product lines: "THE SHOP," a select shop of stylish cat-related goodies for the home, and "THE HOUSE," homes designed according to "the cat standard" for humans and cats. Mr. & Ms. Cat wants to provide not products, but lives shared between cats and humans. With a unified worldview brought to life through "THE SHOP" and "THE HOUSE," Mr. & Ms. Cat will extend lifestyle support, from everyday commodities to entire homes, directly to cat lovers around the world.

As an opportunity to connect with cat lovers on a global scale, Mr. & Ms. Cat will open "The Meowseum," an original online exhibition of people's beloved cats. Once cat lovers submit their favorite photos of their feline family, Mr. & Ms. Cat original portraits will be created and showcased on "The Meowseum" webpage.

Sharing Life with You.

Mr . & Ms . Cat

Portrait Exhibition of Our Beloved Cats: “The Meowseum”



“The Meowseum” is an online exhibition by Mr. & Ms. Cat that features the portraits of our beloved cats. All cat lovers around the world are welcome to visit for free. The stars of the exhibition are our feline family. Based on the cat lovers’ favorite photos of their cats, Mr. & Ms. Cat will create original portraits (artwork and exhibition fees will be incurred).

Treasured cats from around the world will be collectively and universally showcased on “The Meowseum” online exhibition webpage as well as on the Mr. & Ms. Cat official social media.



Sharing Life with You.

Mr. & Ms. Cat

After the exhibition, each unique piece will be sent to each participant.

The call for submissions starts on August 6, with the ultimate goal of creating a global community of cat lovers.

How about turning a cherished moment of your beloved cat into art?

To participate in "The Meowseum," please apply at "THE SHOP" on the Mr. & Ms. Cat website (<https://mrandmscat.com>).

The Call for Submissions Period

August 6 (THU) - 31 (MON), 2020

Note: Depending on the number of participants, the call for submissions may end early. Thank you for your kind understanding.

"The Meowseum" will showcase the digital format of the beloved cat portraits. Participants may select to receive one of the following formats:

- A set "Full ver. (Framed Picture + Digital Picture)"
- B set "Digital ver. (Digital Picture)"

Participants may choose from two portrait options.



A set

LIMITED ITEM

Full ver. (Framed Picture + Digital Picture)

Framed original portrait of your beloved cat (A3 size)

- + High-quality digital data of the portrait (smartphone & PC versions)
- + The showcasing of the portrait in "The Meowseum" online exhibition



B set

LIMITED ITEM

Digital ver. (Digital Picture)

High-quality digital data of the portrait (smartphone & PC versions)

- + The showcasing of the portrait in "The Meowseum" online exhibition

The
Meowseum
By Mr. & Ms. Cat

Please see "THE SHOP" on the Mr. & Ms. Cat website (<https://mrandmscat.com>) for more detailed information about "The Meowseum" online exhibition.

Sharing Life with You.

Mr. & Ms. Cat

“THE SHOP” : Online Select Shop of Stylish Cat-related Goodies for Your Home



THE SHOP
Mr . & Ms . Cat

Daily commodities for our lives with our beloved cats. From the perspectives of cats and humans, THE SHOP selects products for making everyday life comfortable, as well as items that cat lovers will fall in love with at first sight. These hand-picked items will be on sale as “The Selection” starting this October. The lineup will feature recommendations that the cat-adoring brand director has enjoyed using in her life with cats, and realize cat lovers’ wishes for more ideal and stylish items.

THE SHOP will bring to cat lovers an eye-pleasing shopping experience with a curated selection of design-centric products that will surely add comfort and joy to the lives of cats as well as humans.

Sharing Life with You.

Mr . & Ms . Cat

“THE HOUSE” : Homes Designed with “The Cat Standard” for Humans and Cats



Sharing life with cats takes effort. Mr. & Ms. Cat develops “THE HOUSE,” homes that aim to be not only “pets OK,” but “pets welcome.” These homes are designed by a cat-loving architect, with “the cat standard” that realizes harmonious comfort for all cats and humans living in them.

“ THE HOUSE” offers homes that are not just stylish in design, but propose ideas for sharing life stylishly with our feline family.

Sharing Life with You.

Mr. & Ms. Cat

Architectural Concept of “Cat Landscape House” Based on “The Cat Scale”

The first home by “THE HOUSE” is named “Cat Landscape House” and located in Tokyo. With the concepting and development of “the cat scale” which takes into consideration of the cat’s size, living spaces for humans and landscapes for cats exist harmoniously within one novelly designed house. “THE HOUSE” proposes a brand new approach to living by fusing the lifestyles of humans and cats to achieve comfort for all.

In these times of working from home and dual-income families, “THE HOUSE” focuses on designing homes for people who work at home and live with cats. Sustainability is also top priority, such as using wooden constructions and natural materials to reduce environmental load, as well as optimizing and rationalizing the daily use of light and thermal energy.

Cat lovers who are exploring the option of customizing an ideal home for their cats and themselves, or homeowners and real estate developers who wish to create rental housing in collaboration with “THE HOUSE” are welcome to make an appointment for consultation starting August 6 (THU).

For inquiries or reservations, please contact us via the inquiry form (<https://mrandmscat.com/pages/contact>).

Once we have received your submission, we will contact you to set up an initial meeting and suggest potential plans according to your needs.

“THE HOUSE” Inquiry Form: <https://mrandmscat.com/pages/contact>



Sharing Life with You.

Mr. & Ms. Cat

Brand Concept

Living with cats.

It is spending madly endearing, comforting, occasionally worrying, tender times together.

It is by no means a piece of cake, but no doubt the best life decision one can make.

Living with cats deserves tender loving care.

We are a "Direct-to-Cat" brand that designs lifestyles with cats.

THE SHOP is a select shop of stylish cat-related goodies for your home.

THE HOUSE is homes designed according to "the cat standard" for humans and cats.

With these two product lines at the heart of our services,

We offer ideas for lifestyles that are equally comfortable for cats and humans.

Make your every day with cats even more lovable, for as long as possible.

Our wish is to be the ones that help cat lovers make their wishes come true,

and at the same time, lend an ear to the voices of cats.

We are here to support your creation of the most "meowvelous" lifestyle ever.

Sharing Life with You.

Mr. & Ms. Cat

Sharing Life with You.

Mr. & Ms. Cat

What We Believe

On the occasion of the founding of Mr. & Ms. Cat ---

We are a couple who both have been sharing our lives with cats since childhood. Even now, we live with our two feline family members. As the years of our living with cats continued, our wish for ideal products grew.

What we had been dreaming of were not just products for us, but for all of the cat lovers around us to share together on a deeper level. It was exactly a year ago when we made up our minds, "We shall make them ourselves!"

Mr. & Ms. Cat, lifestyle brand with the theme of "living stylishly with our beloved cats," is filled with everything the two of us have been wishing for.

Cats have been dear friends to humans for approximately 10,000 years.

Cats are what everyone can love despite differences and boundaries such as nationality and race.

Since ancient times, the Japanese believe that spirits dwell in all fauna and flora, and even artefacts.

We also believe that valuing all existences equally has sustained Japan's rich nature, traditions, and craftsmanship, led to breathing life into drawings through animations and manga, and cultivated an array of art forms including architecture and contemporary art.

By nurturing the Mr. & Ms. Cat brand, our hope is to spread from Japan to all across the globe the sustainability of humans, fauna, flora, artefacts all playing the starring role in this world.

August 6, 2020

Ruri Yamanouchi, Tan Yamanouchi

Brand Founders

Project Team

• BRAND DEVELOPMENT

CREATIVE DIRECTOR	Tan Yamanouchi
BRAND DIRECTOR	Ruri Yamanouchi
ART DIRECTOR	Tomoko Hamada
COPYWRITER	Ryoko Kataoka
ENGLISH COPYWRITER	Mandy Wang
TECHNICAL DIRECTOR	Taketo Yanagihara
PR PLANNER	Soichi Murayama
SNS PLANNER	Manami Sato
PHOTOGRAPHER	Toshiyuki Udagawa

• ARCHITECTURAL DESIGN

ARCHITECT	Tan Yamanouchi
-----------	----------------

Mr. & Ms. Cat Overview

Website	https://mrandmscat.com
Instagram	@mr.and.ms.cat (https://www.instagram.com/mr.and.ms.cat/)
Mr&Ms Cat Inc.	
Address	702-1-14-8 Sengoku, Bunkyo-ku, Tokyo, Japan 112-0011
Brand Founders	Ruri Yamanouchi, Tan Yamanouchi
Establishment Date	February 27, 2020
Inquiries	press@mrandmscat.com