



Family Camp

A message from the company

The power of nature is mysterious.
It puts our minds at ease,
and food tastes better than ever before.
Adventure is not something to be scared of,
it is something that makes us feel grown-up.
Family Camping - precious time with the family.
If you can spend these moments in comfort,
positivity will overflow into everyday life.
There will be lots of laughter,
and families can enjoy a richer time together.
Here at KRIFF MAYER, we produce our
general wear to make people feel this way.

Weekend stories from a family...





September 25th

“An awesome camping day with an Airstream”

A crisp morning breeze penetrates my body.
I'm glad that things at work were sorted.
This clear feeling without any murkiness will
set the stage for an unforgettable weekend.







This is exactly what I've been yearning for,
the metallic-bodied caravan
we will stay in during our trip.
A sharp aroma of mildew attacks the senses as we go inside.
It's so thrilling that we can hide ourselves in this secret place.
It feels like I'm back to my old self again.
"It looks like a spaceship, doesn't it!"
The kids are in much higher spirits than usual.
My wife and Beano are in a somewhat pleasant mood.

October 17th

“My first-time canoeing”

I've never seen a lake this big!

Mom was worried when I said I wanted to go canoeing,
but I knew I could do it.

The canoe was swaying and the paddles were so heavy,
but everyone was cheering me on from behind.

What's strange is that it wasn't scary at all.

I wonder if I can get to the other side of the lake...







November 5th

“Let’s just wing it!”

When I told Dad that I wanted to play the guitar like him, he lent me a small guitar. He told me to play it however I like. Before long, Dad joined in to harmonize with my clumsy melody. It was so cool. Mom and Pedro were loving the tunes as well. Things got more exciting, and they even started dancing. Maybe we could become an amazing band!









December 25th

“A special merry Christmas”

It seems like it will snow tonight.

When I looked toward the window, the “spaceship” shook.

My husband and kids absolutely love it here.

It’s unbelievable to think we are spending Christmas here.

I didn’t expect this to happen, but I ended up letting out a smile.



"I'm good at this!"

The inside of the caravan felt very Christmassy after the wreath made by Amina was displayed. The atmosphere is completely different from the living room at home, so I couldn't help but feel excited. As soon as I served the meal to the table, the kids stuffed their faces full of food. They complemented me more than usual about how delicious it was. The funny thing is that my cooking skills have not improved in the slightest!





January 14th

“The kids have grown-up”

“Stop it, that’s dangerous.”

Those words you can’t help but say when you’re worried.
Sometimes I totally hold back from saying such things,
and let the kids go free with their curiosity.

“You wanna give it a go?”

I passed the knife to Pedro, who was nodding eagerly.
“I’m going to make some extra for Mom and Amina,”
he said, with a twinkle in his eyes.
The way he spoke seemed very mature.





We had a secret girls chat away from my husband.
It seems that Amina has a crush on someone.
Her sweet face looks so innocent
and I thought she was still just a kid,
but before you know it, they've already grown-up.
It makes me feel happy and sad at the same time...

February 4th

“The bonfire taught me an important thing”

It's been a while since the two of us went for a nice stroll.
We gathered firewood in a peaceful forest.
We didn't speak about anything,
and somehow it felt nostalgic and slightly uneasy.
Perhaps having this time alone together
was exactly what we needed.





We sat under the dim sky.
My mind was miraculously healed
while gazing at the flickering fire.
I recalled something that I often
forget during restless days.
The crackling sound of the burning fire,
and the sweet scent of the roasted marshmallows
makes me think how we must come here again as a family.





9月25日

「エアストリームと最高の休日」

からっとした朝の風が体に染みる
なんとか仕事が片付いてよかった
一点の曇りもない晴れやかな気分が
最高の週末をお贈立してくれる



ずっと恋焦がれていた
メタリックなボディのアイツが
この旅の間の寝み処だ
中に入るとカビの匂いがツンと鼻を突く
秘密基地に身を潜めては胸を高鳴らせた
あの頃の自分に戻った気がした
「宇宙船みたいだね」
子どもたちはいつも以上にはしゃいでいる
心なしが妻とビーノも機嫌がいい
狙い通りだ
仕事の疲れはあっという間に消え失せた



10月17日

「目指すは湖の向こう側」

こんなに大きな湖ははじめて見た！
カヌーに乗りたいって言ったらママは心配
してたけど
僕だってやればできるんだ
ゆらゆら揺れるし、オールはすっごく重たいけど
みんなが後ろから応援してくれるから
不思議と怖くはなかった
次は湖のあっち側、行けるかな



11月5日

「パパと私のおかしな音楽祭」

パパみたいにギターを弾きたいって言ったら
ちっちゃいギターを貸してくれたの
好きなように弾いてみながら
そしたらね、私のでたらめなメロディに
パパがカッコよくハモってくれて
ママもベドロもノリノリ♪
なんだか楽しくなって、ダンスまで披露しちゃった
私たち、最高のバンドになれるかも！



12月25日

「今日は特別なクリスマス」

今夜は雪が降りそう
窓にそっと目をやると
カタカタと“宇宙船”の体が揺れ出した
あの人も子どもたちもすっかりここがお気に入り
まさかクリスマスもここで過ごすとはね
呆れた顔で言うつもりが、つい口元が緩んでしまった



「私、これ得意なの」
アミナが作ってくれたリースを飾ったら
車内は完璧なクリスマスモード
リビングとはまったく雰囲気が違うから
悪わずソワソワしちゃった
作った料理をテーブルに出すと
子どもたちは口いっぱい頬張り
いつもより美味しいと褒めてくれる
でも不思議
私の胸はちっとも上がっていないのにね



1月14日

「塚間見たふたりの成長」

危ないからやめなさい
心配でつい口にしてしまうその言葉
たまにはぐっと飲み込んで
彼らの好奇心に耳をすましてみる
「やってみる？」
大きく鎖くベドロにナイフを渡した
目をきらきらと輝かせながら
「僕がママやお姉ちゃんの分も作るんだ」
そう話す姿が、やけに頼もしく見えた



パパには内緒の女子会議
どうやら好きな子ができたみたい
照れた横顔がいじらしい
まだまだ子どもだと思っていたのに
あっという間に大人になるんだろうな
嬉しいようなちょっと寂しいような…



2月4日

「焚き火が教えてくれた大切なこと」

久しぶりにふたりでゆっくり歩く
静かな森で薪拾い
何を話すわけでもないけど
どこか懐かしくて少しくすぐったい
私たちに必要だったのは
こんな時間だったのかもね



うす暗い空の下
ゆらゆら揺れる炎を見ていると
ふしぎと心がクリアになる
せかせかとした日々のなかで
忘れていた何かを思い出した
パチパチパチパチ
焼けたマシュマロの甘い香りにしみじみ思う
また来よう。家族みんなで

**KRIFF
MAYER®**
HEARTFUL
CLOTHING

2021AW

2021 Autumn & Winter LOOK

Producer SHOICHI YAMADA

Photography MAI TANAKA

Stylist NOBUYUKI IDA

Prop Stylist CHIFUYU IWASA

Hair&Make-up KENTARO KATSU

Design MEI OKI

Art Director WATARU WANIBUCHI

Writer MIKIKO HIRANO

Translation REI NAKAJIMA / CHRIS BAXTER

Special thanks to

The Camp & Garden AMANAYU

SAIKO KOHAN CAMP SITE

Published by

ASDIC Inc.