

# Koinobori or Carp Streamers

Phone Orders Welcome.  
Reach us at (808)286.9964 or [iidashonolulu@gmail.com](mailto:iidashonolulu@gmail.com)  
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The annual display of large carp-shaped windsocks called Koinobori blowing atop many homes is a popular custom in Hawaii during the weeks leading up to Boy's Day on May 5th.

Around this time of year, customers purchase traditional Mushi Ningyo dolls in glass cases, iron Kabuto warrior helmets, bow and arrow sets and Japanese clothing called jinbei as keepsake gifts for boys. But individual or sets of koinobori sell the most every year, says Company President Robert Iida. "I guess because it's the most attractive." He has been managing the family store for more than half a century.

In Japanese folklore, the carp symbolizes energy and perseverance to swim vigorously up rapid streams and waterfalls. Its courage and fierce determination are traits families hope will be instilled in their boys. Koinobori are flown outside homes to ensure their sons will grow strong and healthy to overcome life's challenges.

Iida's sells 3 sizes of koi sets. Each comes with a gold windmill Yaguruma; battle streamer Fukinagashi; black, red and blue koi in graduated lengths; and a telescopic or collapsible aluminum pole. The sets come in 3 sizes: 1 meter (39"), 1.5 meter (59") and 2 meter (79"). The length refers to the longest streamer in the set, the black carp.

Most people recognize the black carp "Magoi" as the father, the red carp "Higo" the mother and the blue carp the eldest or only son in the family. Additional carp can be attached to represent the other children. Customers can also select individual koi made in China or Japan in assorted colors and lengths, which range from 12 inches to more than 16 feet.

Other people perceive several carp on display to represent the number of children or boys in the family. Some put up the black carp for the older boy and the red carp for the younger boy, the way Iida fondly remembers growing up.

At the age of 3, he recalls, "I was excited when Papa-Ojiichan (his father Koichi Iida) put up koi" for him and his older brother, Richard, outside their home in Pauoa. The two grew up with 5 older sisters, who all ate ozoni soup to celebrate the special occasion.

Brian and Aileen Brennan and their 2 sons started flying koi after moving out from an apartment and into a house in Manoa 3 years ago. They normally fly koi out on their lanai for about a month, within 2 weeks before and 2 weeks after May 5th.

"We display our koinobori to celebrate our beloved little boys and as good luck, as we wish for Kainoa and Kenji to grow into healthy, happy and spirited yet well-mannered adults," Aileen said. Kainoa is 6 and his younger brother, Kenji, is 3 years old.

Exchanging and eating mochi treats with neighbors also add to the fun, she said.



## Koinobori Sets (Made in Japan):

Each set is in a box that includes Windmill, Fukinagashi (Battle Streamer) and Telescopic Aluminum Pole. All koi made of Nylon.



**39" or 1 meter full set:** \$356.00  
39" Fukinagashi, 39" Black, 32" Red and 24" Blue Koi  
Windmill Diameter: 10"  
Brown Pole extends 1 yard and 25", Collapsed 24"

**59" or 1.5 meter full set:** \$436.00  
59" Fukinagashi, 59" Black, 47.25" Red and 39" Blue Koi  
Windmill Diameter: 10"  
Silver Pole extends 2 yards and 4.5", Collapsed 24"  
USPS Postage Priority is about \$40 to the mainland and about \$18 to the neighbor islands.

**79" or 2 meter full set:** \$497.00  
79" Fukinagashi, 79" Black, 59" Red and 39" Blue Koi  
Windmill Diameter: 10"  
Silver Pole extends 2 yards and 19", Collapsed 24"  
USPS Postage Priority is about \$40 to the mainland and about \$18 to the neighbor islands.

## Individually Sold Koinobori (Made in Japan and China):

**120" (or 3 meters)**  
Nylon #M-30 Fukinagashi Battle Streamer (Made in Japan): \$91.60 each  
Nylon #Y-30R Red, #Y-30BL Blue (Made in Japan): \$100.90 each

**79" (or 2 meters)**  
Nylon #M-20 Fukinagashi Battle Streamer: \$63.80 each  
Nylon #Y-2B Black, #Y-2R Red, #Y-2BL Blue, #Y-2G Green,  
#Y-2P Purple (Made in Japan): \$66.05 each  
Nylon #L-50 Red, Blue (Made in China): \$50.75 each

**59" (or 1.5 meters)**  
#YG-10 Kazaguruma Windmill: \$121.50  
Nylon #M-15 Fukinagashi Battle Streamer (Made in Japan): \$48.25 each  
Nylon #Y-15B Black, #Y-15R Red, #Y-15BL Blue, #Y-15G Green,  
#Y-15P Purple (Made in Japan): \$34.35 each  
Nylon #L-49 Black, Red, Blue, Green, Purple (Made in China): \$25.95 each

**52" #L-49/X**  
Nylon Red, Blue, Green (Made in China): \$20.95 each

**48" #G-635**  
Cotton Black, Red, Blue, Green, Purple (Made in China): \$16.95 each

**39" (or 1 meter)**  
#YG-10 Kazaguruma Windmill: \$121.50  
Nylon #M-1 Fukinagashi Battle Streamer (Made in Japan): \$25.65 each  
Nylon #Y-1B Black, #Y-1R Red, #Y-1BL Blue, #Y-1G Green (Made in Japan): \$17.95 each  
Cotton #G-634 Black, Red, Blue, Green, Purple (Made in China): \$12.95 each

**37" #L-48**  
Nylon Black, Red, Blue, Purple (Made in China): \$16.95 each

**32" (or 0.8 meter)**  
Nylon #Y-80B Black, #Y-80R Red, #Y-80BL Blue, #Y-80G Green, #Y-80PL Purple (Made in Japan): \$15.85 each

**30"**  
Cotton Black, Red, Blue, Green, Purple (Made in China): \$10.95 each

**24" (or 0.6 meter)**  
Nylon #Y-60B Black, #Y-60R Red, #Y-60BL Blue, #Y-60G Green,  
#Y-60PL Purple (Made in Japan): \$9.50 each

**23" #L-47**  
Nylon Black, Red, Blue, Purple (Made in China): \$8.99 each

**21"**  
Cotton #G-632 Black, Red, Blue, Green, Purple (Made in China): \$4.20 each

**12"**  
Nylon #L-32 Black, Red, Blue, Green, Purple (Made in China): \$2.49 each  
Cotton #G-631 Black, Red, Blue, Green, Purple (Made in China): \$1.99 each

Clips (Made in Japan): \$2.50 each

