

‘Fukumusume (Daughters of Happiness)’

“*Fukumusume*” is known as "daughters of happiness," or "good fortune girls" from Imamiya-ebisu Shrine in Osaka. Imamiya-ebisu is famous for its three-day festival, one of Osaka's seasonal events, called Toka Ebisu, held in January 9-11 every year in honor of Ebisu, the patron saint of Osaka's merchants. Visitors to the festival purchase special bamboo stock, and *ukumusume* are believed to bring happiness to the visitors.

The fukumusume ladies distribute good luck charms to the crowds. They will wear Kimonos of the same design and decorated the sacred bamboo branch of worshippers with lucky items such as oval gold coins and rice bales, praying for their happiness and business success.

