



# TOKYO 2020

## 42 NEW RETAIL CONCEPTS

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# 42 NEW RETAIL CONCEPTS OPENED IN 2020

## FAST FASHION

UNIQLO TOKYO  
UNIQLO HARAJUKU  
UNIQLO PARK  
GAP SHINJUKU  
WORKMAN GIRL

## DOMESTIC BRAND

SNOW PEAK LAND  
MINOTAUR INST

## INTERNATIONAL BRAND

ADIDAS SHIBUYA  
ADIDAS ORIGINALS  
T HOUSE NEW BALANCE  
KITH SHIBUYA  
COLEHAAN GRAND

## MUTLI BRANDS

FIRSTHAND  
JOINTWORKS  
ALAND  
EQUALAND  
WACOAL MAISON  
B8TA  
MERCARI STATION

## BEAUTY BRANDS

YUBUNE STORE  
SHIRO SELF  
KOIVE FOREST  
FANCL SQUARE  
MAISON KOSE  
SHISEIDO GLOBAL  
ORBIS  
OFFICINE BULLY  
ALBION PHILOSOPHY  
NOSE SHOP

## LIFESTYLE CONCEPT

2416 MARKETS  
URBAN FAMIMA  
EAT PLAY WORKS  
MUJI TOKYO

## CAFÉ

GYRE FOOD  
SNS CAFÉ TOKYO  
KITSUNE CAFÉ  
STARBUCKS MIYASHITA  
GEN GEN AN  
KIT KAT CHOCOLATERY  
HERMES POP UP CAFÉ  
FENDI CAFÉ

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## EXAMPLE OF STORE

# UNIQLO TOKYO

Major clothing retailer Uniqlo opened its new flagship store called “Uniqlo Tokyo” in Tokyo’s fashionable Ginza Yurakucho district. The sales floor area has markedly increased by about three times in size, now covering about 5,000 square meters.

There is a collaboration T-shirts corner dedicated only to the special collaboration with artists and brands. The store’s new look is designed to reveal the other floors and show off the four-story ceiling. The design features exposed beams made of reinforced concrete.

Customers can have their size measured for semi-custom clothing and there is a customization DIY corner. It has a dedicated place for customers to bring back their used clothing for recycle with some instructive explanations on how Uniqlo is recycling the used clothing.

Ipad on the walls are showing interactive looks and silhouettes randomly with options to zoom on items, check prices and colors, show the products location in the store as well as scan QR to buy directly on-line.

AREA: GINZA  
OPENING DATE: JUNE 19, 2020  
STORE SIZE: 4,960 m<sup>2</sup>  
DESIGN: Herzog & de Meuron

- LIFESTYLE
- PLAYFUL
- DIY
- INTERACTIVE
- SUSTAINABILTY
- RECYCLING
- COLLABORATION















