

TOKYO 2022

51 NEW RETAIL CONCEPTS

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51 NEW RETAIL CONCEPTS OPENED IN 2022

FASHION

HELLO SACAI
HIROTAKA OMOTESANDO HILLS
HOUSE OF DIOR GINZA
HOUSE OF HERME
MOONSTAR JIYUGAOKA
THE PHARCYDE
VISVIM GENERAL STORE / VISVIM GALLERY

URBAN SPORT & OUTDOOR

ADIDAS BRAND CENTER HARAJUKU
ADIDAS ORIGINALS FLAGSHIP STORE HARAJUKU
ALPEN TOKYO
nanamica DAIKANYAMA
NANGA SHOP HARAJUKU
NEW BALANCE NEWOMAN SHINJUKU
ON TOKYO
THE NORTH FACE EBISU GARDEN PLACCE
THE NORTH FACE Sphere

BEAUTY

CHANEL BEAUTY HOUSE
MAISON KOSE GINZA
MAISON MARGIELA REPLICA FREGRANCE SHOP
OFFICINE UNIVERSELLE BULY DAIKANYAMA
POLA SQUARE FUTAKO

LIFESTYLE

AOYAMA FLOWER MARKET
FRESH SERVICE HEADQUARTERS
MUJI 500
MUJI ITABASHI-MINAMI STORE
MUJI.com

CAFÉ

HATTA COFFEE
KITASANDO COFFEE LAB
THE LABEL FRUIT

POP UP STORE / EVENT

BIRKENSTOCK
CARTIER THEATER
COACH MART
DIOR ADDICT SHOWROOM
GUCCI LOVE PARADE
LOUIS VUITTON × YAYOI KUSAMA
MONCLER SHIBUYA
No1 de CHANEL GARDEN
PRADA HOLIDAY
SEE LV

NEW CONCEPT

A.T.A.D
AITOKYOUKI MARKET
ANOTHER JAPAN
GINZA SNEAKER HILLS
JASON MARKK
MIZEN
niaulab by ZOZO
RE.UNIQLO STUDIO
RED, GOLD & GREEN
SHEIN TOKYO
STOCKX
VCM MARKET BOOTH

OOH

LOUIS VUITTON × YAYOI KUSAMA

CONTENT: **51 NEW RETAIL CONCEPTS – 302 PAGES**

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ORDER TO loic@fashioninjapan.com

GINZA SNEAKER HILLS @HANKYU MENS

AREA: HARAJUKU
OPENING DATE: MAR 2022
SIZE: 310m²

Ginza Sneaker Hills concept is “a base where sneaker enthusiasts gather”.

It consists of four sections: Market, Museum, School and Hospital, and offers a variety of services related to sneakers, from selling new and used items to purchasing, repairing, and remaking.

Sneaker expertise staffs will respond and focus on creating a community that is different from the "sales floor" of department stores.

Various exhibitions and events are held at the Sneaker Museum. There is also a vending machine by the popular brand "FOREFOOT" and a cafe space.

If you have a hard time letting go of old sneakers, you should use "Sneaker Hospital & School". In addition to repairing and cleaning sneakers that can no longer be worn, they also carry out workshops for custom shoes that match your style.

- DWELL TIME
- CUSTOMIZATION

GINZA SNEAKER HILLS

GINZA SNEAKER HILLS は
スニーカーマニアのための“基地”をコンセプトに
「MARKET」「MUSEUM」「SCHOOL」「HOSPITAL」
の4つのセクションで構成します。

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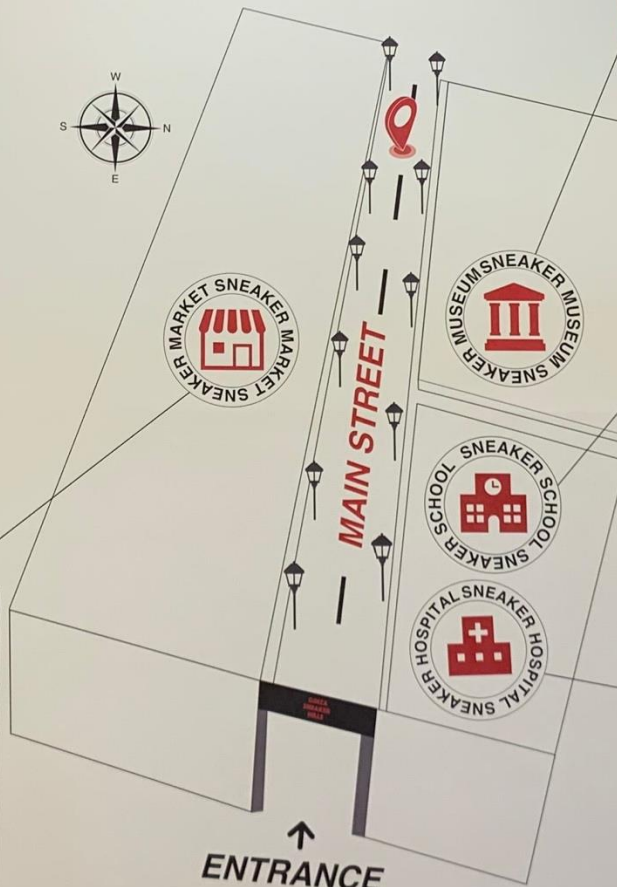
INSTAGRAM



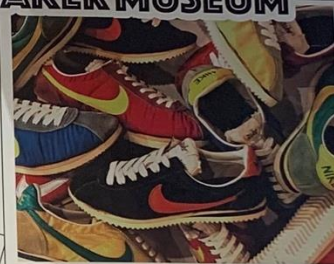
SNEAKER MARKET



HYPE なモデルからポピュラーなモデルまで
スニーカー専門の BUY&SELL を体験できる
「SNEAKER MARKET」



SNEAKER MUSEUM



歴史的な背景やストーリーのある
展示やイベントを楽しむ
「SNEAKER MUSEUM」

SNEAKER SCHOOL



カスタマイズとワークショップを
学びながら楽しめる
「SNEAKER SCHOOL」

SNEAKER HOSPITAL



大切なスニーカーを長く愛用するための
リペア・クリーニングサービスが利用できる
「SNEAKER HOSPITAL」





SNEAKER MUSEUM



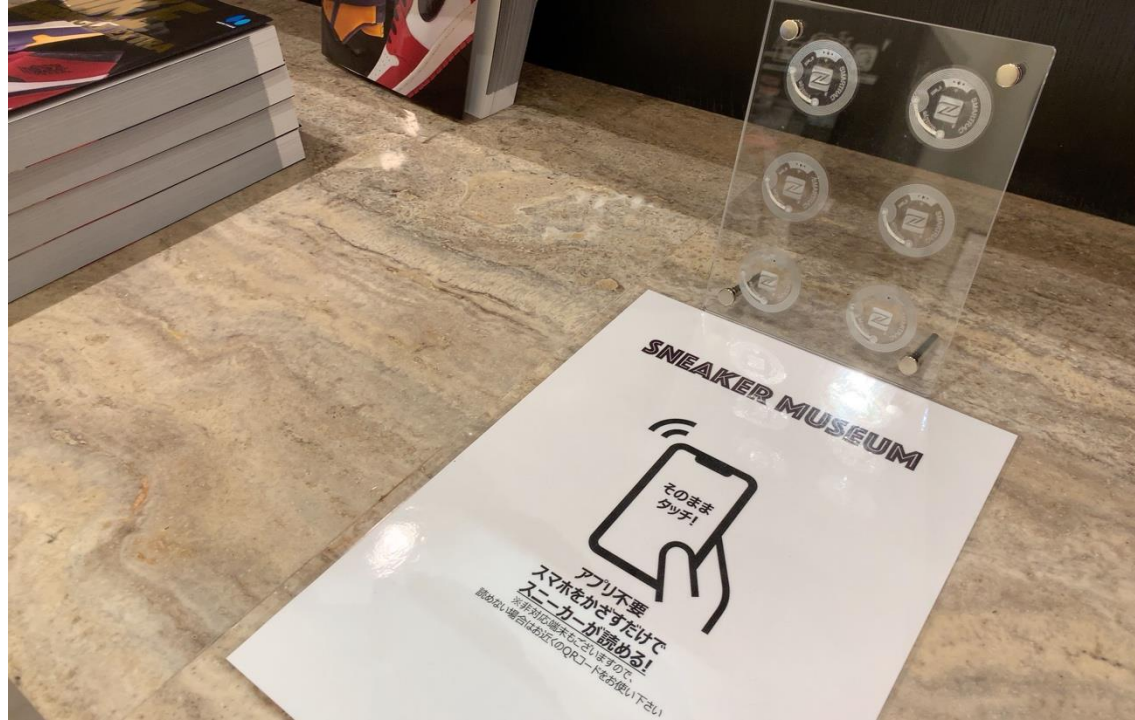
SNEAKER MUSEUM



EUM

Forefoot LAB

Fore



niaulab by ZOZO

AREA: HARAJUKU

OPENING DATE: DEC 2022

The largest fashion e-commerce in Japan ZOZO's first physical store "niaulab by ZOZO" opened under the concept of "what suits you makes people smile". They provide a super personal styling service where you can find styles that "niau(suit)" you. It is an experience-based physical store that does not sell clothes and the service is for free. In order to find one outfit that suits you, they combine ZOZO's unique "niaulab AI by ZOZO" with the knowledge of professional stylists, and rent out the store to one customer for more than two hours. It is a reservation only store and you can apply on the 1st of every month for the next month's experience.

In the center of the store, there is a fitting room that is the center of the experience, and the colorful curtains that divide the space are made of transparent materials that look different depending on the angle, and the overlapping colors create a variety of colors. It expresses infinite "niau(suit)". The exterior, which is designed so that the inside cannot be seen from the outside, is filled with the desire for people to find their own style in a private space.

In May of this year, the 25th anniversary of its founding, zozo added a new slogan, "Deliver exciting styles that suit you," to its management strategy of "MORE FASHION x FASHION TECH." Zozo thinks it will be the key to further growth of their business. Through niaulab, zozo will accumulate a variety of knowledge that can only be obtained from offline, such as styling proposals by niaulab AI and professional stylists, customer's concerns about fashion, and purchase results after the experience. The purpose is to utilize such data in existing services such as ZOZOTOWN and WEAR, and to improve the services such as recommending styling that suits each person.

Based on a pre-questionnaire, AI proposes 3 outfits that are likely to suit the user's taste from about 13 million data of the fashion style app WEAR. A professional photographer and a personal stylist assist you in the store. Also, you can also have your hair and makeup done by a professional stylist based on the AI's recommendation. Inside the store, more than 700 items are lined up from among the brands handled by ZOZOTOWN. Since it is a showroom store that does not sell products on the spot, you can purchase the items you want to purchase online after leaving the store.

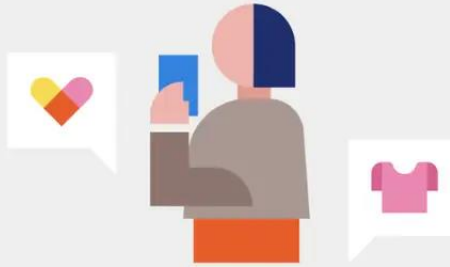
- HOSPITALITY
- EXPERIENTIAL







Apply easily on LINE



Winners will answer their worries and preferences in advance on the counseling sheet



AI and stylists will propose 3 styles that suit you



Choose one style and have your hair and makeup done by a professional



A photographer will take a nice picture in nialab



We will give you a card and a photo with styling points written on it

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