

TOKYO 2023

54 NEW RETAIL CONCEPTS

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TOKYO 2023

54 NEW RETAIL CONCEPTS

FASHION | DOMESTIC BRAND

1. PEACE AND AFTER, CAPSULE
2. GRAPHPAPER TOKYO
3. ISSEY MIYAKE GINZA / 442
4. MAME KUROGOUCHI AOYAMA
5. CFCL YAESU
6. OTSUMO PLAZA
7. MIKAGE SHIN AOYAMA
8. UNITED ARROWS @AZABUDAI HILLS
9. ROKU
10. BlackEyePatch HARAJUKU
11. ONITSUKA TIGER GINZA
12. PORTER @YAESU MIDTOWN
13. THE SHELTER TOKYO
14. AURALEE TOKYO
15. SACAI AOYAMA
16. PRANK PROJECT
17. COMME DES GARCONS AOYAMA
18. MAISON HIROTAKA

FASHION | INTERNATIONAL BRAND

19. TIMBERLAND BOUTIQUE TOKYO
20. MAISON MARGIELA OMOTESANDO
21. CASA LOEWE OMOTESANDO
22. ISABEL MARANT
23. WORLD OF FLIGHT TOKYO SHIBUYA
24. LACOSTE HIBIYA
25. LACOSTE HARAJUKU
26. THE NORTH FACE/NEUTRALWORKS. KICHIJYOJI
27. NIKE GINZA
28. H&M GINZA
29. L/UNIFORM

BEAUTY

30. CHANEL WONDERLAND (POP UP)
31. DIOR GARDEN OF DREAMS (POP UP)
32. PRADA BEAUTY (POP UP)
33. MUCHA
34. AESOP KICHIJYOJI
35. AHERS
36. LA MAISON SHIGETA
37. PANASONIC BEAUTY OMOTESANDO

CAFÉ & LIFESTYLE

38. MUJI GINZA
39. CONRANSHOP DAIKANYAMA
40. The Unknown Café Gallery Harajuku

POP UP STORE & EVENT

41. CARTIER TIME UNLIMITED
42. COACH PLAY
43. LOUBI'S ON THE BEACH
44. NAMELESS JEWELRY SHOP (4°C)
45. FOREVER21
46. MERCARI "MY PARENTS HOUSE"

NEW CONCEPT

47. CIRTY
48. LOCUL
49. RE-UNIQLO HARAJUKU
50. PIECE DE MIRAI @ISETAN
51. ASOBU Y2K
52. MUJI SHINJUKU
53. FENDER FLAGSHIP TOKYO
54. AUDEMARS PIGUET LAB TOKYO

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FASHION DOMESTIC BRAND

GRAPHPAPER TOKYO

AREA: SANGUBASHI
JUN 2023

Graphpaper, a creative director Takayuki Minami, is designed to match all the body type by leaving the functionality and design and eliminating as much as possible. Graphpaper opened its first complex shop in Tokyo, combining a flagship store, bar space, and a new label. The new store that functions as an art gallery is inspired by Harald Szeemann, the independent curator who pioneered the metamorphosis of international art exhibitions, and his attitude "free from any regulation". The space lines up all the works equally, not restrained by time or genres. On the wall of this symmetrical space, designed to show neutrally, the black canvas are installed golden ratio. By pulling back the canvas, the works will be revealed. They are thus hidden in the drawers-canvas, so as to make the space itself an art piece and to eliminate unnecessary visual interruption.

On the first floor with a sales floor area of 104sqm, there is a bar stand called "Yose" where you can enjoy "that one dish from that store" curated from all over the country with the concept of getting together, as well as carefully selected natural wines and original craft beers. Also on the same floor, there is Takayuki Minami's new label Vektor shop. The label sells original merchandise, records, and art books while collaborating with various artists and creators as a place to disseminate new culture.

A gallery space is set up in the garage on the floor, proposing new value and experiences that fuse food, art, and culture.

Graphpaper's flagship store "Graphpaper TOKYO" is located on the 152sqm second floor. In addition to offering a full lineup of basic and collection lines, the store also has a shop-in-shop in collaboration with Copenhagen design brand FRAMA. The store's fixtures are made by interior designer Shigeru Uchida, and almost all fixtures can be ordered.

LOCALITY

COMMUNITY

PARTICIPATIVE

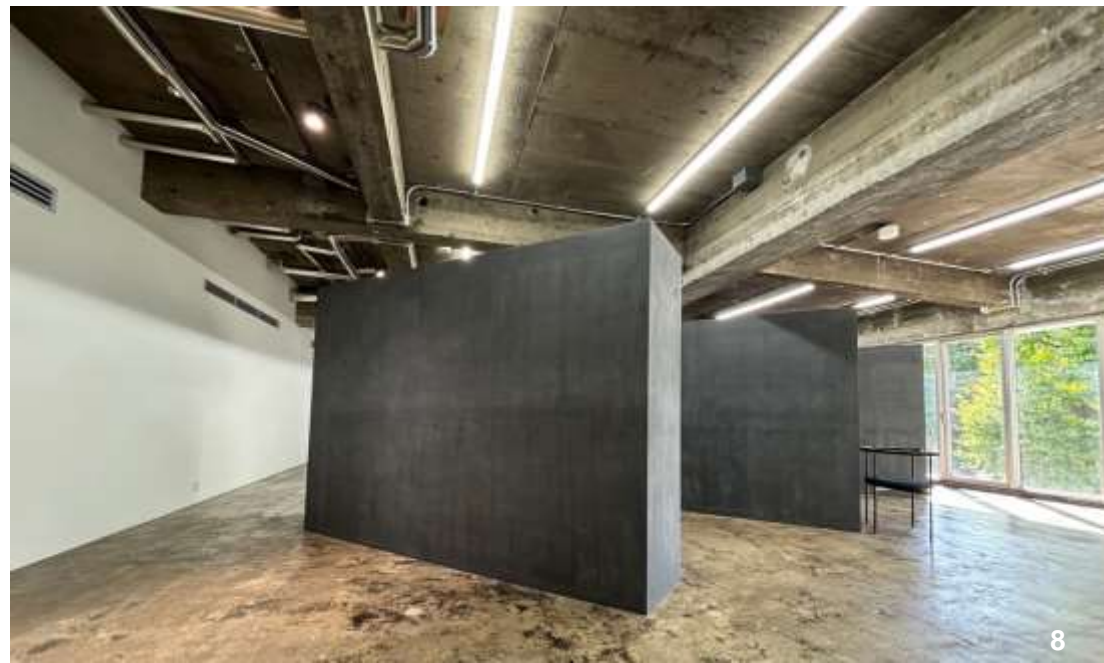
CURATION

INTIMACY



















FASHION INTERNATIONAL BRAND

TIMBERLAND BOUTIQUE TOKYO

AREA: DAIKANYAMA
OCT 2023

VF Corp.-owned footwear brand Timberland has opened its first-ever concept store, opting for the Japanese market to mark its concept store debut. The new concept store 'Timberland Boutique Tokyo' was brought to life in partnership with fashion director and stylist, Akio Hasegawa, and design office, Daikei Mills, hosted by Keisuke Nakamura.

Fusing American and Tokyo culture into one concept, the U.S. brand's new concept riffs on a construction site or a mountain hut, with the space boasting exposed reinforcement materials, such as plywood and building materials, used as design elements in a nod to Timberland's work and outdoor heritage.

Inside, the store will offer exclusive, limited-edition products, the brand's iconic footwear, and collaborative products with domestic and foreign brands and artists, starting with the Japan-limited premium collection, 'Timberland +81 3'. In addition to the product offerings, the boutique also features an art gallery 'Archive Wall', which will exhibit works depicting the brand's heritage from the perspective of Tokyo artists. On the second floor, consumers can customize their Timberland footwear and apparel and enjoy a free cleaning service for used boots.

LOCALITY

CUSTOMISATION

CURATION

PARTICIPATIVE







**BUILT
FOR
TOKYO**















BEAUTY

PRADA PATTERNS

PRADA BEAUTY (POP UP)

AREA: OMOTESANDO
NOV 2023

"PRADA BEAUTY" opened a pop-up store "Prada Beauty Tokyo", where you can experience and purchase various fragrances representing Prada, in Omotesando on the site of the former CHANEL BEAUTY HOUSE AT TOKYO. Prada Beauty Tokyo has a shop on the first floor and a promotional space for seasonal and new products on the second floor. They have a lineup of fragrances that represent the brand.

Exclusively available at the pop-up store is a personalization service that allows customers who purchase the fragrance at the store to print a Prada fashion pattern graphics on your bottles using a UV printer "Prada Print Factory". You can experience personalization created by the fusion of stylish patterns and technology.

IMMERSIVE

INTERACTIVE

PARTICIPATIVE

PERSONALISATION

ENTERTAINING







PRADA PRINT FACTORY
AUGMENTED CUSTOMIZATION



PORTRAIT



POETRY



PULSE



PRISMATIC



POLYGON



PIXELIZED



DISCOVER PRADA PATTERN



DISCOVER PRADA PATTERN



DISCOVER PRADA PATTERNS

CAFÉ & LIFESTYLE



THE UNKNOWN CAFÉ GALLERY HARAJUKU

AREA: HARAJUKU
APR 2023

Tokyu Land Corporation, LTI, and Shibuya-based Label LLC, jointly opened "The Unknown Café Gallery Harajuku", a cafe gallery where you can meet and experience "unknown" talent.

At this cafe Gallery, with the cooperation of Manga Shonen Jump + editorial department, they select 8 works by up-and-coming manga artists every 60 days and each work are showcased.

At the attached cafe, they expressed a monochrome view of the world in the food and drinks as well as the space design, paying respect to the talent of "The Unknown" who is not yet defined by any color. The main content, the manga-themed menu, has a visual impact that will make you want to post it on social media, and the menu has a unique ingenuity that allows you to enjoy delicate flavors that you wouldn't expect from its monochrome appearance. The food and drink experience can also be enjoyed as part of "The Unknown."

In addition, the music played in the cafe space is selected from a variety of genres, from indies to the first albums of legends, based on the concept that "every artist has a first album."

PARTICIPATIVE

COMMUNITY

CURATION

EXPERIENTIAL

OMO



CONFIDENTIAL

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