

TOKYO 2024

CONCEPT REPORT

40 POP UP STORES & EVENTS

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TOKYO 2024

40 POP UP STORES & EVENTS

FASHION

1. LE MONDE D'HERMÈS FESTIVAL
2. BOSS x SHOHEI OHTANI
3. LOEWE @SHIBUYA PARCO
4. COACH PLAY
5. GUCCI ANCORA POP-UP GALLERY
6. GUCCI VISIONS
7. BAMBOO 1947: THEN AND NOW CELEBRATING 60 YEARS OF GUCCI IN JAPAN
8. FENDI SELLERIA
9. MARNI MARKET @OMOTESANDO HILLS
10. VALENTINO GARAVANI ROCKSTUD PET STORE EVENT
11. JIMMY CHOO GARDEN
12. DIOR MEN'S TAILORING

LINGERIE

1. SCANBE
2. INTIMISSIMI THE ROAD TO YOUR PERFECT BRA

JEWELRY & WATCH

1. TASAKI FLOATING SHELL
2. SPRING IS BLOOMING IN TOKYO IMAGINED BY VAN CLEEF & ARPELS WITH ALEXANDRE BENJAMIN NAVET
3. SEIKO LUKIA GARDEN

OUTDOOR & SPORTS

1. BIRKENSTOCK 250 YEARS OF SHOE MAKING
2. ADIDAS SUPERNOVA COMFORTABLE RUN STATION
3. ADIDAS ORIGINALS SNEAKER PARTY
4. ONITSUKA TIGER 75TH ANNIVERSARY
5. ARC'TERYX MUSEUM
6. DO REPAIRS
7. PATAGONIA WORN WEAR
8. Goldwin x Space Available REWORK TOKYO DESIGN CENTRE
9. LEVI'S MUSIC DENIM CUSTOMISE

BEAUTY

1. TIRTIR WATERISM GLOW PARK
2. 360° BEAUTY -SPRING- @SHISEIDO BEAUTY SQUARE
3. CHANEL ROUGE ALLURE VELVET NUIT BLANCHE
4. DECORTE LIPOSOME PURPLE STADIUM POP-UP
5. MISS DIOR EXHIBITION -STORIES OF A MISS
6. DIOR ORESTAGE ROSE GARDEN
7. YSL LOVESHINE FACTORY
8. LES ESSENCES DE DIPTYQUE
9. CLE DE PEAU BEAUTE -THE STORY OF THE ULTIMATE DROP
10. BEAUTY OF MATERIAL @SKINCARE LOUNGE BY ORBIS

FOOD & LIFESTYLE

1. LIVING MART BY COCA COLA
2. PLAZA HEARTS UP! SHOPPING
3. MERCARI, EXHIBITION OF THINGS WITH UNKNOWN NAMES
4. AMAZON MERCH ON DEMAND

CONTENT: 40 NEW RETAIL CONCEPTS – 434 PAGES

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COACH PLAY @CAT STREET

AREA: HARAJUKU
VENUE: BANK GALLERY
FEB 29, 2024

COACH opened its largest experiential concept store, "Coach Play@Cat Street," in Harajuku. You can enjoy Coach's worldview and craftsmanship in a cute space that captures the spirit of COACH's hometown of New York and incorporates it into a Harajuku-like pop style. The store consists of six areas, including the "Coach Create" area where you can enjoy customization and an area featuring the collection of Coach's new brand "Coachtopia." There is also a cafe on the top floor, where you can relax in between shopping.

In the "Coach Create" area, you can create one-of-a-kind items with a skilled craftsman on the 3rd floor.

Coachtopia, which launched in the US in 2023, utilizes Coach's leather know-how that has been passed down for more than 80 years. This is a new sub-brand of Coach that proposes circular fashion products such as recyclable products and items made from recycled materials. The store features new bags, clothing, shoes, and jewelry of Coachtopia.

You can find "Cafe Coach Coffee Shop by RK DONUTS" on the top floor and enjoy original food and drink menus, including donuts made in collaboration with donut specialty store "RK DONUTS," from Karuizawa. The interior of the restaurant resembles an American diner. There are arcade games in the back, and you can actually play them.

There is a photo space right next to the entrance. You can take photos in a photo booth-like machine using limited edition photo frames. The photos you take can be received as data from your smartphone. You can get the coins you need to use the photo booth and arcade games at the entrance, so you can enjoy them for free.

If you collect a total of four stamps at the stamp rallies on each floor, you will receive a cute postcard.

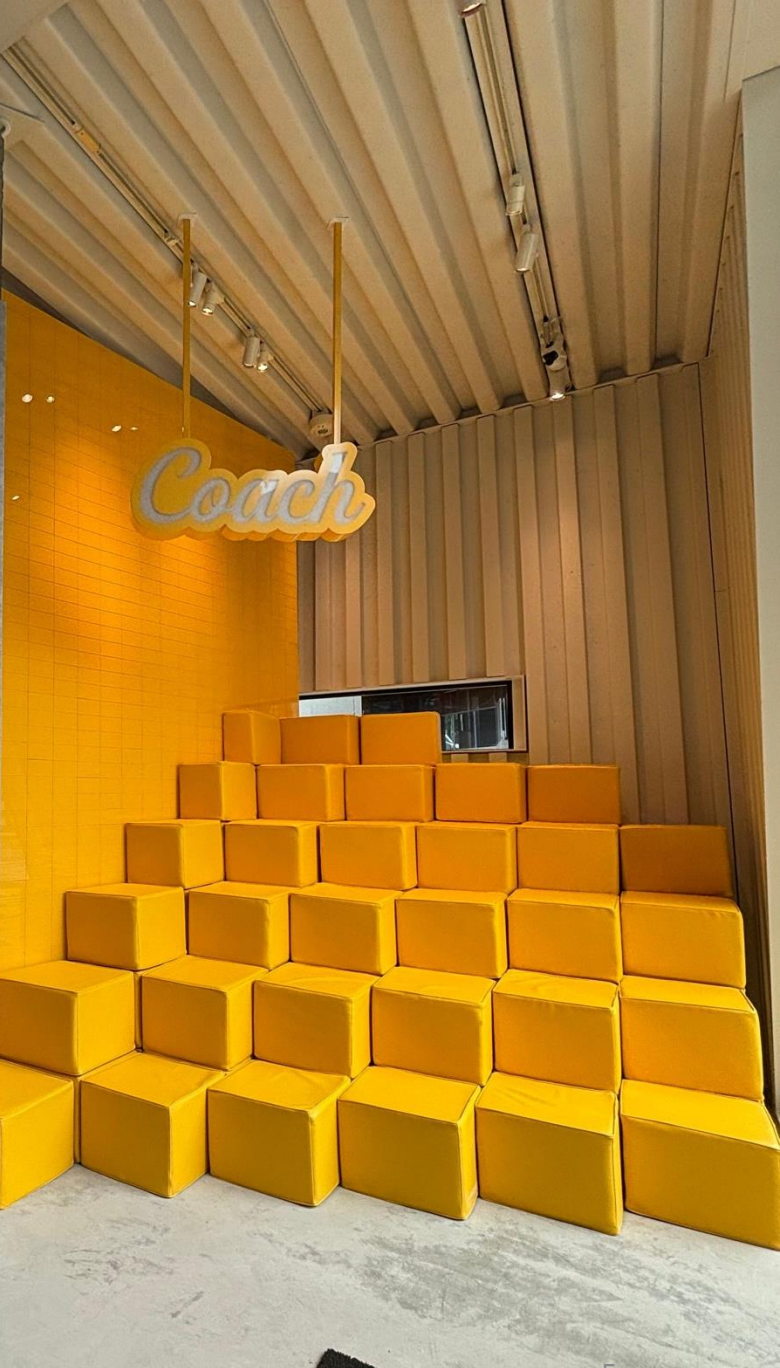
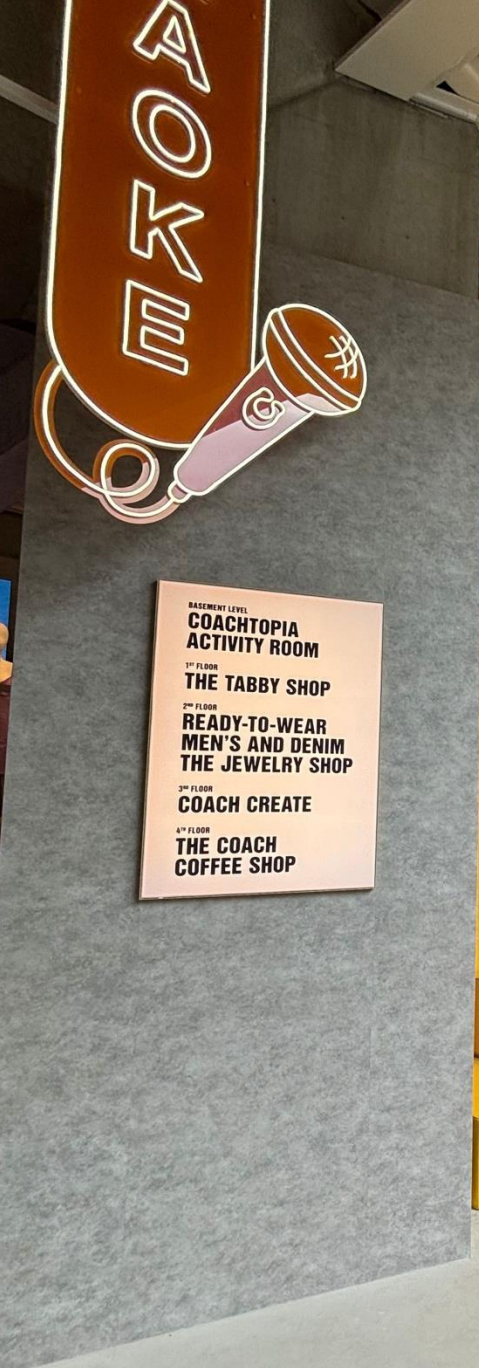


COACH

COACH

Coach
PLAY

@ CAT
STREET





WASTE LOVE WASTE

1 RECYCLED REPURPOSED OR RENEWABLE MATERIALS

2 DESIGN FOR MULTIPLE LIVES

3 CIRCULAR PATHWAYS

1 Reimagining waste

Coachtopiaレザーは、従来のために廃材からレザーは作り、再アップサイクル可能な廃棄物の高品質な素材を創出できる。その素材から

Coachtopia Leather is made from leftover materials or materials that would otherwise be thrown away, such as leather scraps from tanneries and waste materials like plastic waste.

2 Crafting from scrap

コーチトピアは、80年以上にわたるコーチのレザー専門知識を活かし、製造工程で余った廃材を、新しく美しいアイテムへと生まれ変わらせています。パッチワーク、クレーピング、アップリケ、スクラップ、ハイブリッド（縫製）の技法を駆使し、さまざまなアップサイクルの技法を駆使しています。

Coachtopia uses Coach's 80+ years of leather expertise to transform leftover materials from manufacturing processes into new, beautiful items. We use a variety of upcrafting techniques, including patchwork, weaving, appliqué and scrap binding.



Coach

TOKYO → NEW YORK

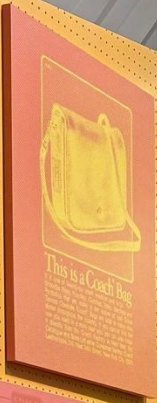


@Cat Street



COACH CREATE

CREATE IT. WEAR IT. SHARE IT.



THESE VINTAGE BASEBALL GLOVES ARE A NOD TO THE OLD LEAGUE ORIGINS OF OUR ICONIC GLOVEMAKING LATHER—a COACH INVENTION KNOWN FOR ITS LOVE-WORN LOOK UNIQUE TO THE WEARER.





THE COACH *Coffee Shop* BY R.K.

GIFT SHOP

THE COACH



Coffee Shop

NEW YORK CITY

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