

TOKYO

2024 64 NEW RETAIL CONCEPTS

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TOKYO 2024

64 NEW RETAIL CONCEPTS

APPAREL | INTERNATIONAL BRANDS

1. BOTTEGA VENETA AZABUDAI HILLS
2. BALENCIAGA GINZA
3. KIKO KOSTADINOV
4. MARDI MERCREDI DAIKANYAMA
5. LEMAIRE EBISU
6. KATE SPADE GINZA

APPAREL | DOMESTIC BRANDS

1. SELECT BY BAYCREW'S
2. BEAMS LIFE YOKOHAMA
3. GUJI NAGOYA
4. MACQLO MIYASHITA PARK
5. ANREALAGE HOMME HARAJUKU
6. SMALL TRADES
7. VISVIM OMOTESANDO
8. MUJI LABO
9. MINÄ PERHONEN CABBAGE
10. UNDER R
11. PLEATS PLEASE ISSEY MIYAKE / ROPPONGI

SHOES

1. ATMOS SENDAGAYA
2. SALOMON SHIBUYA
3. BIRKENSTOCK SHINJUKU
4. GYOEMON SHIBUYA
5. URA
6. GROUNDS STORE 003
7. CIRCULATION
8. ONITSUKA TIGER GINZA RED CONCEPT STORE
9. CONVERSE HARAJUKU FLAGSHIP

SPORTS & OUTDOOR

1. AND WONDER GINZA
2. PLAY EARTH PARK WONDER STORE
3. NIKE SHIBUYA

ACCESSORIES

1. YUICHI TOYAMA
2. AYAMEROW
3. THE EYEVAN TOKYO DAIKANYAMA
4. GENTLE MONSTER
5. BIZOUX COLOR LABORATORY
6. TOMWOOD AOYAMA
7. FREITAG STORE TOKYO SHIBUYA

BEAUTY

1. L'OCCITANE SHIBUYA TOKYO
2. TAMBURINS
3. JO MALONE LONDON @HARAKADO
4. INNISFREE
5. NOSE SHOP SHIBUYA
6. MAISON KOSE HARAKADO
7. AESOP AOYAMA
8. KATE TOKYO
9. AROMARIUM THREE
10. YA-MAN THE STORE GINZA
11. YODOBLOOM
12. AICOSME

CAFÉ/FOOD & LIFESTYLE

1. DACO OCHANOMIZU
2. DACO NAKAMEGURO
3. BLUE BOTTLE COFFEE TOYOSU PARK CAFÉ
4. V.A.
5. BIOP
6. MEET TREE
7. THE BENCH
8. TRADMAN'S BONSAI TOKYO
9. WIGGLE WIGGLE.ZIP HARAJUKU

NEW CONCEPT

1. ASUMISE DAIMARU TOKYO
2. MATSUYAGINZA.COM
3. HONMARU JINBOCHO
4. URBAN FAMIMA
5. SCANBE
6. HARAPPA @HARAKADO
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APPAREL – INTERNATIONAL BRANDS

Brand extension - Memorable - Community - Gamification

Kate Spade New York has renovated its Ginza flagship store, the largest in Asia, updating it to the latest store concept. The new store design mixes elements of both uptown and downtown New York, creating a cozy space like an apartment with relaxing sofas and art. Key elements include plush sofas, curated art pieces, and a grand piano, which is exclusive to flagships around the world, in Kate Spade Green—a signature shade introduced last year—making a bold statement at the entrance.

Concept

The store redefines the shopping experience through exclusivity, engagement, and cultural fusion. To commemorate the reopening, the store is exclusively selling a New York-inspired collection, including a pizza-shaped handbag and flat shoes with a yellow cab design. The store is also offering an exclusive early release of a collaborative collection commemorating the 50th anniversary of Hello Kitty, scheduled for release in 2025.

New products are sold on the first floor, while standard items and shoes are sold on the second floor. The third floor can be used as an event space and is usually operated as a gift spot where the store handles gift wrapping and novelties. There is also a bar counter where coffee is served.

At the time of opening, an original Gachapon machine is installed in this space as a holiday gift spot. To play the Gachapon machine, add the brand's official LINE account as a friend, download the coupon, and you'll receive an acrylic key charm with a New York theme, such as a spade, yellow taxi, red apple, pretzel, or coffee cup. From the second time onwards, you can play the Gachapon machine once for every purchase of over 10,000 yen at the store.


Design

The renovation highlights Kate Spade's signature vibrancy while aligning with Tokyo's luxury retail landscape. The store's interior merges whimsical brand elements, featuring bold patterns, refined textures, and clean architectural lines. Both the exterior and interior prominently feature this distinctive color, reinforcing the brand's identity. The new store design mixes elements of both uptown and downtown New York, creating a cozy space like an apartment with relaxing sofas and art. The exterior and interior walls and carpets are colored in Kate Spade Green, a new signature color developed last year.

Thoughtfully arranged spaces incorporate private shopping areas, event zones, and curated displays that maximize both functionality and aesthetic appeal. Digital integration further enriches the in-store experience, bridging physical and virtual shopping seamlessly.



Grand piano located in the brand's flagships only, with exclusive and newly introduced Kate spade green colorway

A photograph of a modern interior space, possibly a boutique or a lounge. The view is framed by a large, arched opening with red velvet curtains. The space beyond the arch is painted a vibrant green. A staircase with white steps and a dark wood handrail leads up. A curved, dark blue sofa with colorful pillows (pink, red, yellow) is positioned against the green wall. The floor is made of light-colored wood planks. In the foreground, a black metal railing holds two red handbags with gold chains. The walls are covered in a light-colored, textured wallpaper with a subtle floral pattern.

cozy space like an apartment
with relaxing sofas and art





Exclusive early release of a collaborative collection commemorating the 50th anniversary of hello kitty, scheduled for release in 2025.

Bar counter serving coffee for visitors





Gift wrapping counter service





APPAREL – DOMESTIC BRANDS

Aesthetic – Experimental - Immersion - Innovation – Sustainability

ANREALAGE HOMME has opened its flagship store, ANREALAGE HOMME Harajuku. The store was designed by Masashi Hariya. It has a unique space with a door leading to the back alleys of Harajuku, a patchwork-like design on the wall that expresses the passage of time, a floor that combines different textures, and a distinctive hanger rack with upside-down hangers.

Concept

The ANREALAGE HOMME Harajuku store captures the essence of the brand's avant-garde philosophy, extending Kunihiko Morinaga's legacy of innovation and conceptual fashion. The concept revolves around transformation, perception, and interaction, aligning perfectly with Harajuku's reputation as a hub for experimental fashion. We can find in this store a mix of high-tech innovation and cultural relevance, with garments that adapt to changes in light, motion, or temperature, utilizing advanced materials like photochromic fabrics.

In addition to the ANREALAGE HOMME 2024-2025 Fall/Winter collection that debuted in March 2024, the store will also sell store-exclusive items such as a collaboration T-shirt with NORIENOMOTO featuring a snap button patch and a work jacket with "HOMME" in pink buttons. Exclusive capsule collections inspired by Harajuku's bold street style and collaborations with local artists reinforce the store's connection to its vibrant surroundings.

Design

The store's design amplifies ANREALAGE's futuristic identity while incorporating immersive and interactive elements. The exterior is a bold, statement-making pink cube, reflecting the brand's avant-garde spirit and standing out amid Harajuku's eclectic streetscape. The striking pink façade sets the tone for an experimental retail experience.

Inside, the space blends patchwork elements with a surrealistic aesthetic. The interior features a mix of vintage and modern materials, with repurposed wooden doors and shutters mounted onto the walls, evoking a sense of nostalgia while also reinforcing ANREALAGE's commitment to sustainability. The floor is a vibrant mosaic of mismatched tiles, creating a fragmented yet harmonious visual effect.

The store integrates optical illusions, smart mirrors, and augmented reality displays that showcase how garments respond to environmental factors, emphasizing the brand's technological approach to fashion. Sustainability remains a cornerstone, with eco-friendly materials, recycled textiles, and zero-waste production methods embedded into the space. Traditional Japanese craftsmanship—such as reimagined shibori and boro techniques—meets sleek, modern aesthetics, creating a dialogue between heritage and innovation.

This transformative space invites visitors to experience the future of fashion firsthand while celebrating Harajuku's dynamic culture. Every design choice, from the unconventional display methods to the immersive textures, contributes to an environment that encourages curiosity and exploration, reflecting ANREALAGE's signature experimental approach.

The striking pink façade sets the tone for an experimental retail experience





Patchwork-like flooring





Repurposed wooden doors and shutters mounted onto the walls







Hanger rack with upside-down hangers.





Brand Expansion – Experiential – Retailtainment – Innovation – Curation – Destination

Onitsuka Tiger, a fashion brand celebrating its 75th anniversary in 2024, opened the Onitsuka Tiger Ginza Pop-up Store, the world's first experiential store with a café, in December 2023. This is the fourth Onitsuka Tiger street store in Ginza and serves as a base for brand engagement rather than just a retail space. The goal is to strengthen global recognition by offering a dynamic and immersive brand experience.

Concept

Although called a pop-up, this store is a permanent space that dramatically changes themes seasonally. The three-floor structure (basement to second floor) covers approximately 530 square meters and integrates retail, customization services, and a café experience.

- The basement level focuses on the Mexico 66, Onitsuka Tiger's signature sneaker model, offering over 100 versions, alongside archival pieces. Purchasers can also access exclusive embroidery services to personalize their sneakers.
- The second floor houses the brand's first café, "Tora Cafe 75", which collaborates with the renowned shaved ice shop "Hosekibako" from Nara to serve five exclusive flavors.
- The ground level serves as the main retail area, showcasing Onitsuka Tiger's latest fashion collections and footwear designs.

Onitsuka Tiger considers Ginza a key location in its global strategy. In 2023, the brand expanded its presence in the area with a new store featuring Japan-made items and a concept store painted entirely in the brand's iconic "Tiger Yellow."

Design

The store's striking red aesthetic dominates the interior and exterior, creating a bold, immersive atmosphere. The red-tinted windows give the space a glowing, futuristic feel, while the interior walls, ceiling, and carpet maintain the same monochrome red scheme, reinforcing a cohesive visual identity. The café area mirrors this theme, with a glossy red counter and matching décor, seamlessly blending the retail and lifestyle elements of the space. The Mexico 66 Store branding in metallic lettering on a red wall adds to the luxury-meets-sport aesthetic, aligning with the brand's heritage and contemporary direction.



Genbu
Tiger

Genbu
Tiger

Genbu
Tiger

All red painted interior







Cafe counter



Custom bar where shoppers can personalize their Mexico 66 model







SPORTS & OUTDOOR

Sustainability – Experiential – Community – Retailtainment – Localization – Hospitality

Goldwin has opened PLAY EARTH PARK WONDER STORE Tokyo Meiji Park, located in Meiji Park, adjacent to major sports facilities like the National Stadium. The store is part of the Tokyo Metropolitan Park PFI (Public Establishment and Management System), a project that integrates private investment into public park development.

Concept

The store is designed to encourage outdoor engagement, not just through retail but by providing rental services and organizing community events. In addition to selling apparel and outdoor gear, the store promotes sustainability and circular fashion by offering "Green Baton", a label that collects, repairs, and resells second-hand clothing. The concept integrates eco-friendly activities, nature, and active lifestyles, aligning with Goldwin's long-term vision of environmental responsibility.

Beyond retail, the store offers a rental service, allowing visitors to borrow camping chairs, tables, children's kick bikes, and play equipment made from recycled materials, making it easier for people to enjoy the park without bringing their own gear. The space also hosts workshops, plant observation tours, picture book readings, and sports events like running sessions, making it a hub for families and outdoor enthusiasts.

Design

The store's architecture integrates seamlessly with nature, featuring a wood-paneled facade with large glass windows that allow for natural light and an open feel. Inside, warm wooden flooring and neutral-toned displays maintain an organic, eco-conscious aesthetic, aligning with the store's sustainability focus.

Minimalist curved metal racks keep the space open, while modular displays ensure flexibility. A kids' area with soft seating and picture books makes the store family-friendly. The rental section, neatly arranged with outdoor gear, reinforces the store's role as a bridge between retail and outdoor experiences.







This is a rental service for a variety of items for playing and relaxing in the park. We have chairs, tables, seats, and cooler bags from THE NORTH FACE to help you spend time in the park in comfort, as well as toys such as Stick & Skittles and Frescoball, and kick bikes from cake.







Kids' area with soft seating and picture books makes the store family-friendly.



ACCESSORIES

Experiential – Destination – Retailtainment – Curation – Immersive – Innovation

Korean cosmetics brand “TAMBURINS” and eyewear brand “GENTLE MONSTER” have opened their first flagship store in Japan in Aoyama. This marks their second store in Japan, following their Osaka location, which opened last year. This is also the first time globally that both brands are sold together in a single store.

Concept

The store merges retail with immersive installations, creating a showroom-like experience that introduces the brand’s conceptual world. The first floor serves as an ever-changing exhibition space, while the second floor houses the purchasing area. The store is designed not just as a retail space but as a bold visual statement, incorporating large-scale objects and interactive displays that reinforce the brand’s futuristic and experimental identity.

In the teaser video released on February 16th, Tokyo Tower and the "Giant Head," a symbol of the brand’s artistic direction, were depicted in animation, setting the tone for the store’s surreal and avant-garde atmosphere.

On opening day, the store drew massive crowds, with a queue of approximately 200 people forming early in the morning, prompting the store to open 40 minutes ahead of schedule. Separate lines were designated for each brand, with the "TAMBURINS" line peaking at 300 people and the "GENTLE MONSTER" line reaching 100. By 10 p.m. the night before, five people had already lined up outside, showcasing the high level of anticipation. To this day you can still find a line in front of the store, especially on weekends.

Design

The first floor is an evolving space that changes regularly to reflect each collection. It features the Maison Margiela × GENTLE MONSTER collection on their opening, displaying newly released items such as futuristic high-curve sunglasses and eyewear featuring Margiela’s signature white stitching on the temples.

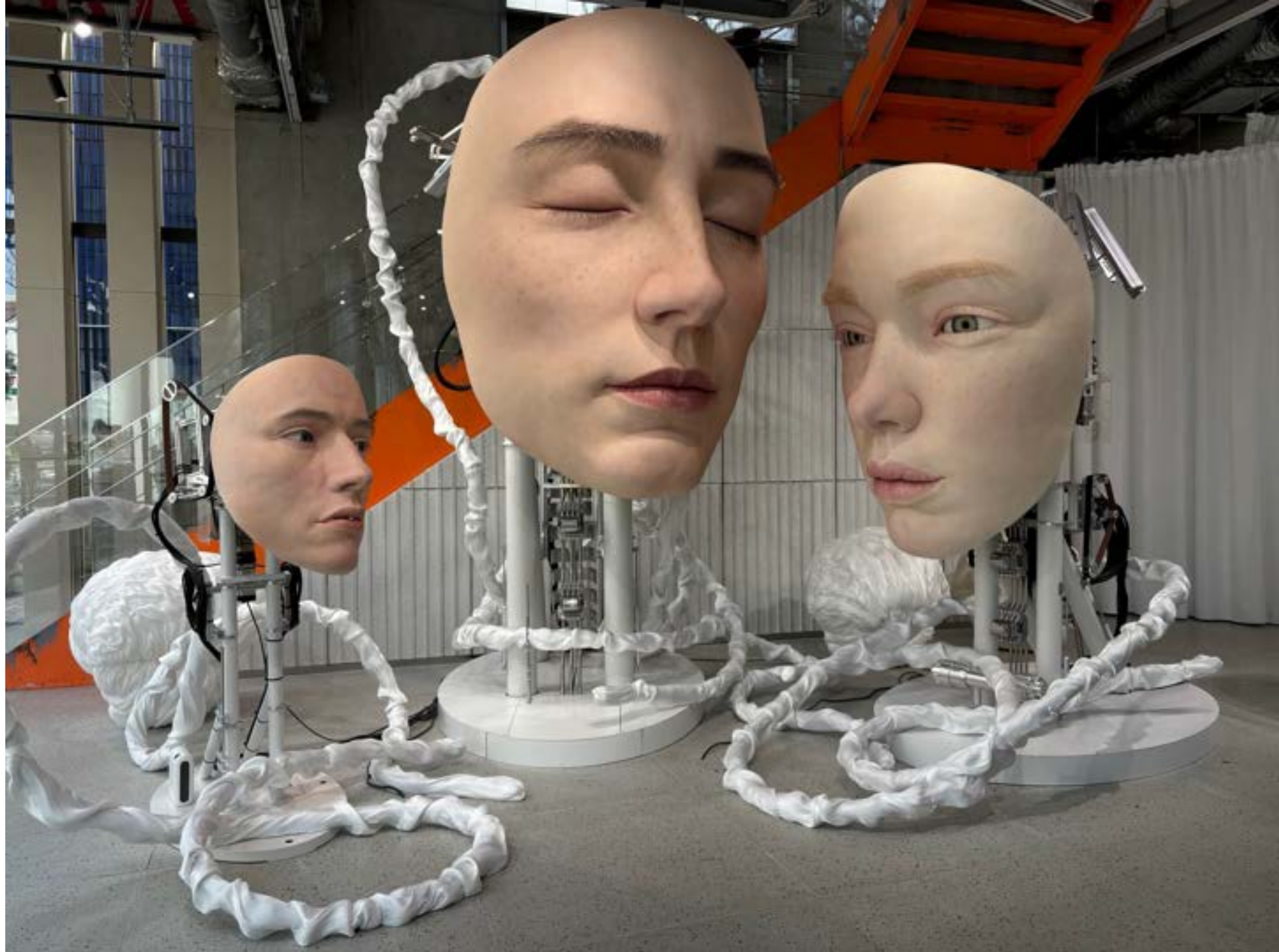
A striking installation of humanoid robots, inspired by the campaign visuals, takes center stage which you can also find in their store in Apgujeong, Seoul. Gentle Monster’s different locations all feature these uncanny structures and made each of their store worth the visit. Additionally, the large window in front of the staircase is updated with each new collection, reinforcing the dynamic nature of the space.

The second floor functions as a traditional retail area where customers can place orders and complete purchases. Unlike the first floor, which is constantly evolving, this space maintains a consistent layout, ensuring an interesting and entertaining shopping experience.



Giant moving humanoids faces also displayed in their flagship store in Seoul. The face slowly blink and turn, creating an uncanny feeling





Industrial staircase leading to second floor





Special editions display changing with new arrivals, Margiela collection was displayed during the opening



Central display area also changing following each new collaborations











Second-floor wood art structure







BEAUTY

Innovation – Experiential – Customization – Retailtainment – Interactivity

Kanebo Cosmetics' makeup brand KATE has opened its first global flagship store, KATE TOKYO, at Shibuya Sakura Stage. As the brand's first global flagship, the store is designed to blend cutting-edge AI technology with cosmetics, offering interactive experiences that redefine the way customers engage with makeup. Embodying KATE's rebellious "NO MORE RULES" concept, the store aims to create and spread new makeup trends while strengthening its global connection with customers.

Concept

KATE TOKYO is more than just a retail space—it's a makeup playground that merges technology, personalization, and trendsetting beauty innovations. With its exclusive AI-driven experiences, the store provides customers with tools to discover personalized makeup selections tailored to their facial features and style preferences.

At the heart of the concept is the "KATE iCON BOX", an AI-powered custom eyeshadow vending machine—the only one of its kind in the world. By analyzing facial impressions, the system selects four eye colors that best suit each individual and dispenses them in a customized compact case. This fusion of AI and beauty innovation enhances the personalization aspect of the shopping experience.

Another standout feature is the "magic circle" stations, which are located at each cosmetic booth. By scanning the magic circle with a smartphone, the red glow activates a real-time makeup analysis, detecting facial features and skin tone to recommend the most suitable makeup shades.

Additionally, "My Custom Mascara", a previously web-exclusive AI-powered product, is now available in-store. Customers can have their facial impression analyzed to find their ideal mascara formula and brush shape from four types of brushes and eight mascara variations, ensuring a truly customized lash experience.

Design

The store's design reflects KATE's bold and edgy aesthetic, mirroring its "NO MORE RULES" philosophy. The space is futuristic yet immersive, integrating digital screens, AI kiosks, and sleek, monochrome interiors that place emphasis on the technology-driven makeup experience. Interactive elements are seamlessly woven into the store layout, encouraging visitors to engage with AI-powered tools at every step.

As a final personalized touch, visitors can create custom stickers by registering as a LINE friend. Designed by illustrator NAKAKI PANTZ, these stickers allow customers to select an illustration, customize the background and hair color, and add their name or a favorite phrase. The date of the visit is also printed, making it a unique keepsake to commemorate the experience.

KATE TOKYO

NEW ITEM

ICON BOX

BEHIND

THE BOOK

ナカノタカシ
KATE TOKYO

POPUP RULES

注意
未確認
のアイテムは
一部設置中



LIP / O

EYELASH

EYELINER

EYEBROW

FACE

FACE

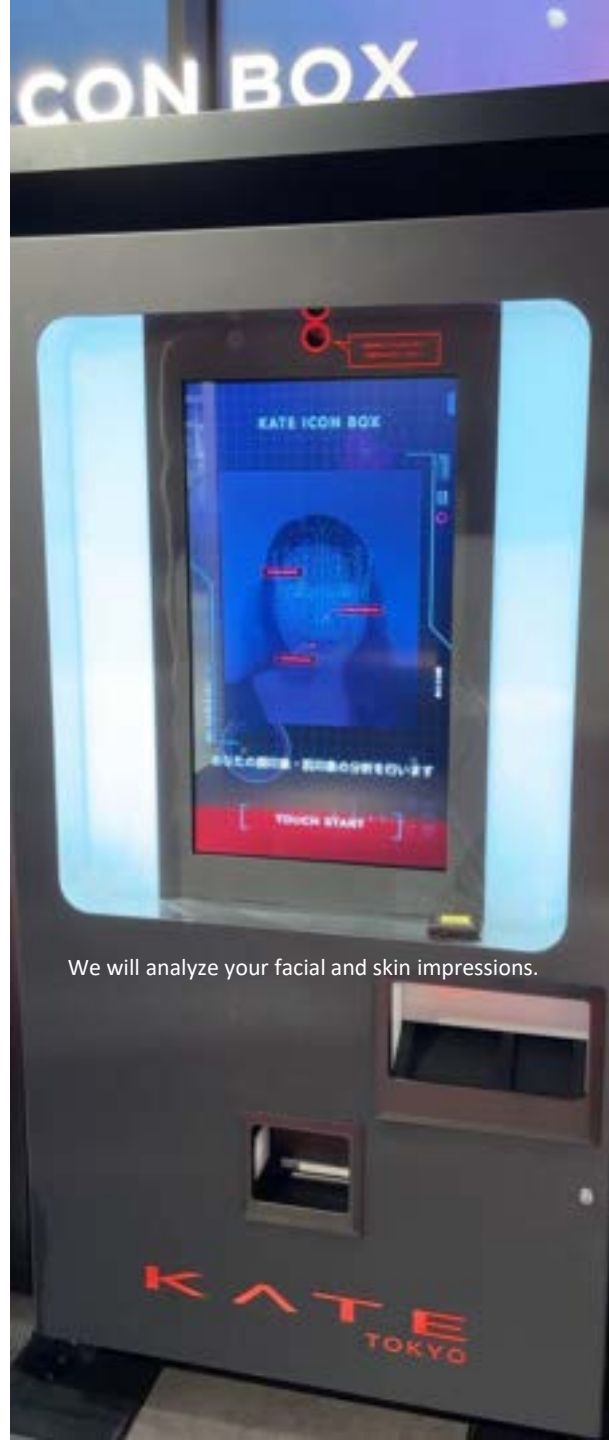
EYESHADOW



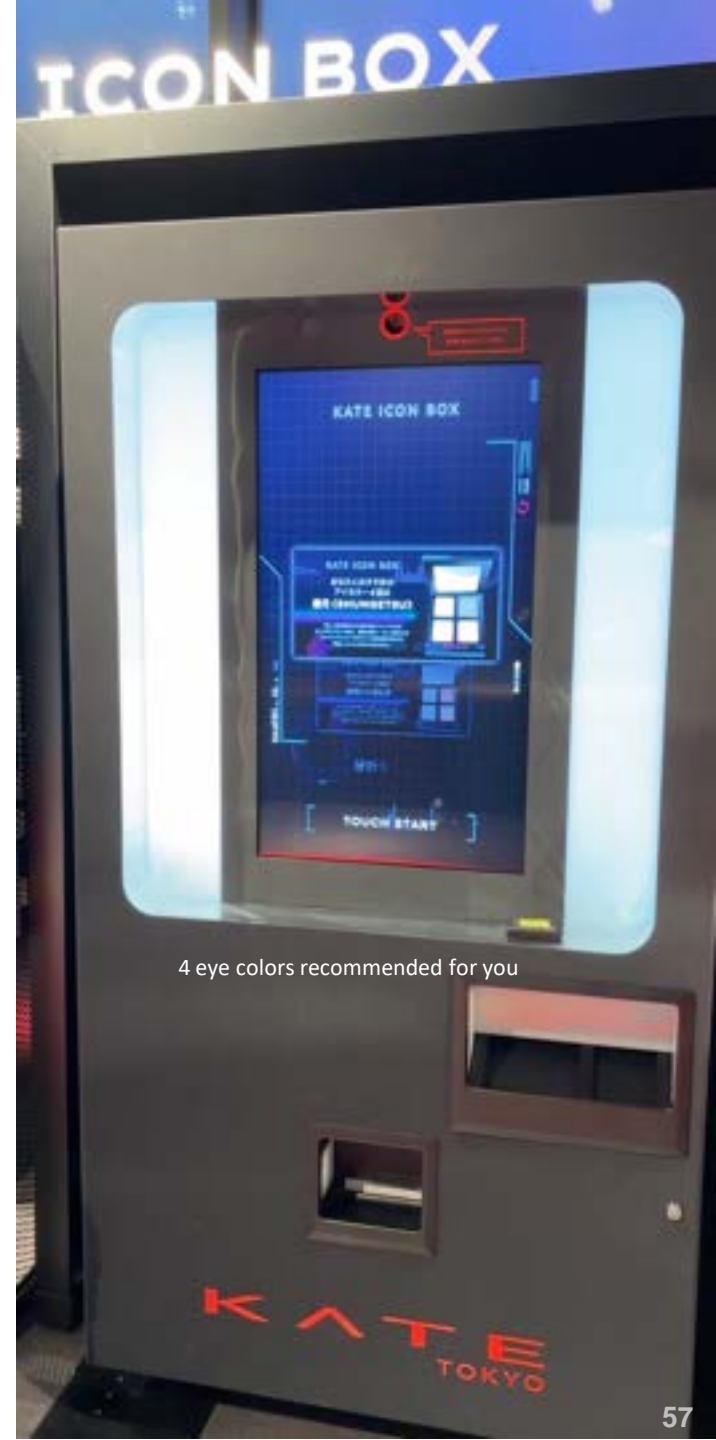
AI analyzes your facial impressions and customize your combination from 350,000 different application methods!
Buy your own personalized palette: An original palette with a name on it and a 4-color eyeshadow set.



Take a picture of your face with the camera



We will analyze your facial and skin impressions.



4 eye colors recommended for you

THE EYECOLOR

EYE SHADOW

FACE

FACE

PERSONAL MAKEUP
EYE SHADOW


KATE KANE
THE EYE COLOR



KATE ZONE

PERSONAL MAKEUP EYE SHADOW

ザ アイカラー108診断
The Eye Color 108 Analysis



あなたの顔を分析して、108色のアイカラーの中から
おすすめの4色とメイクをご提案!

▽ 魔法陣をスマホでタッチ!

Touch the magic circle with your smartphone!

スマートフォンも
タッチしても
反応しない場合は、
公式サイトから
アクセスください。

Analyze your face and suggest 4 recommended colors and makeup from 108 eye colors!

KATE ITEM RANKING

EYE
LINER

EYE
BROW

BASE
MAKE

LIP

No.1

No.1

No.1

No.1

No.2

No.2

No.2

No.2

No.3

No.3

No.3

No.3





NO MORE MAKEUP

KATE.
KATE.
KATE.

NO MORE MAKEUP

NO MORE MAKEUP

KATE
ITEM
RANKING

EYE
SHADOW

EYE
LASH

EYE
LINER

EYE
BROW

BASE
MAKE

LIP

No.1

No.2

No.3

Happy Halloween

NO MORE RULES



KATE
TICKET

Add the KATE official LINE account as a friend and create your own original ticket.

KATE公式LINEアカウントをお友達登録して

あなただけのオリジナル
チケットをつくろう

Step.1

公式LINEアカウントを友達追加
Add our LINE Official Account



LINE Official Account

Step.2

コードをかメラにかざす
Scan the obtained QR Barcode by the Camera



KATE TICKET

LINEのお友達登録をするだけで
あなただけのオリジナルチケットがつくれる！
You can create your own original ticket just by registering as a Line friend!

START

1000円 1枚1枚
Limited to once per person per day.



取得した獲得用コードをカメラにかざしてください。
Scan the obtained 2D Barcode to the Camera.



以下の手順でKATE公式LINEアカウントから体験コンテンツのコードを取得してください。
Following the instructions below, get the exclusive content 2D Barcode from the KATE LINE Official Account.

Step.1

※公式LINEアカウントを友達登録
Add our LINE Official Account



LINE Official Account

Step.2

コードをかまらにかざす
Scan the obtained 2D Barcode
to the Camera



1

Select a character



NEXT

BACK

2

Select a color



NEXT

BACK

3

Select a background



NEXT

BACK

4

Select a color



NEXT

BACK

5

Thank you!

下の取り出し口よりお取りください。
Please take it from the outlet below.



Return to top

6





CAFÉ & LIFESTYLE

Aesthetic – Localization – Innovation – Hospitality

Dacō is another brand of AMAM DACOTAN, a popular bakery that continues to lead the way in Japan's bakery scene. Since opening its first store in Sakurashinmachi in 2023, its popularity has surged, leading to additional openings in Ochanomizu and Fukuoka. Its fourth store, dacō Nakameguro, was recently launched in Nakameguro, solidifying its presence as a go-to spot for high-quality baked goods.

Concept

The concept of dacō Nakameguro is "a bakery cafe where bread and drinks are the main focus." Unlike previous dacō stores, which were more focused on takeaway options, this location emphasizes the eat-in experience. The cafe offers a spacious setting, both inside the store and on the terrace, making it an inviting place for customers to relax and enjoy their baked goods alongside beverages. This shift towards a more cafe-oriented model aligns with Nakameguro's vibrant atmosphere, known for its stylish coffee culture and laid-back charm.

Design

The store's design maximizes openness with its glass facade facing the road, allowing natural light to flood the space and inviting passersby to admire the display of neatly arranged mini-sized breads—a signature of dacō. The interior embraces an organic aesthetic, making extensive use of curves that flow seamlessly across the ceiling, furniture, and walls. The result is a soft and immersive environment that stands apart from conventional bakery layouts.

The attention to detail is evident throughout the space, reflecting the uncompromising vision of the owner-chef, Ryota Hirako. The custom-designed glass and marble tables, paired with warm lighting, contribute to an atmosphere that feels both modern and cozy. The seating arrangement, both indoors and on the terrace, encourages a leisurely dining experience, reinforcing the brand's new focus on the cafe aspect. Overall, dacō Nakameguro offers a refined yet comfortable setting, where design and functionality blend effortlessly to enhance the customer experience.



Exterior seats

Similar to Ochanomizu branch, this store uses curves and soft lighting to create an inviting and warm atmosphere



Display of branded merch









Outdoor seatings are rare for Japan, the choice here is innovative and encourages leisure



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