

TOKYO

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2025 50 NEW INNOVATIVE RETAIL CONCEPTS

TOKYO 2025

50 NEW INNOVATIVE RETAIL CONCEPTS

FASHION | INTERNATIONAL BRANDS

1. ACNE STUDIOS AOYAMA
2. CALVIN KLEIN HARAJUKU
3. COACH GINZA
4. GUESS JEANS
5. MADHAPPY

FASHION | ASIAN BRANDS

1. ADERERROR TOKYO SPACE
2. AND ST TOKYO
3. AMOMENTO
4. APEE
5. GLOBAL WORK GINZA
6. KAPTAIN SUNSHINE
7. MADISONBLUE TOKYO
8. MAISON MIHARA YASUHIRO
9. MIZUIRO IND
10. PORTER CLASSIC CINEMA
11. SCEARN
12. TABAYA UNITED ARROWS
13. THE GOODLAND MARKET
14. YOKE FLAGSHIP SHOP
15. UNIQLO FUTAKOTAMAGAWA

SPORTS & OUTDOOR BRANDS

1. NIKE HARAJUKU
2. NEW BALANCE HARAJUKU
3. NEW BALANCE RUN HUB YOYOGI PARK
4. PATAGONIA KYOBASHI
5. HOKA SHIBUYA

2nd HAND

1. NUIR VINTAGE HARAJUKU
2. WEBER TOKYO

ACCESSORIES & SHOES

1. GENTLE MONSTER GINZA
2. JACQUES MARIE MAGE
3. J.M. WESTON ATELIER

LIFESTYLE

1. BEAMS CULTUART TAKANAWA
2. BUNKITSU TOKYO
3. CATH KIDSTON OMOTESANDO
4. SEW
5. WORDS, SOUNDS, COLORS & SHAPES
6. YUMIKO IIHOSHI PORCELAIN AOYAMA

CAFÉ & FOOD

1. ET-THE CULTURAL COFFEE HOUSE
2. WHISKY BANK SHIBUYA

BEAUTY | INTERNATIONAL BRANDS

1. AESOP NEWOMAN TAKANAWA
2. BYREDO TOKYO OMOTESANDO
3. DIPTYQUE OMOTESANDO
4. LUSH SHINJUKU

BEAUTY | ASIAN BRANDS

1. @COSME TOKYO
2. POINTTWOFOVE-SECOND
3. TAMBURINS SHIBUYA
4. LOFBO
5. NONFICTION DAIKANYAMA
6. NOSE SHOP SLOPE
7. POLA GINZA
8. REFA GINZA

CONTENT: **50** NEW INNOVATIVE RETAIL CONCEPTS

476 PAGES / 1,200 PICTURES

PRICE: **980 USD – 900 EUR – 140,000 JPY**

PAYMENT BY CREDIT CARD, PAYPAL or BANK TRANSFER

Acne Studios reopened its Aoyama flagship store after relocation and expansion. The total retail area is approximately **771 m²**, making this the brand's largest flagship store worldwide to date.

The store spans **three floors** (including basement), carrying the full range of Acne Studios products: men's & women's apparel, footwear, accessories, bags, eyewear, etc.

Concept & Design — A Fusion of Swedish Minimalism and Tokyo Energy

- The architectural/design concept was realized by Swedish studio Halleröed in collaboration with Acne Studios' Creative Director Jonny Johansson.
- The interior is dominated by **pink granite** — used for floors, walls, and fixtures — which is a signature material in Acne's global retail spaces.
- Store furnishings include **custom seating by London-based designer Max Lamb**, combining leather and fabric in flowing forms — adding sculptural softness against the solid stone backdrop.
- Lighting was specially designed by Paris-based designer Benoit Lalloz to enhance spatial rhythm and ambience.
- The overall spatial language fuses Acne's global retail identity with inspirations drawn from Tokyo's urban density and layered architectural context — resulting in a “brutalist-minimalism meets refined minimalism” aesthetic.

Exclusive Offerings & Artistic Collaborations

- To mark the store's reopening, Acne Studios launched a **Japan-exclusive capsule collection** in collaboration with renowned Japanese ceramic artist Takuro Kuwata. This includes reinterpreted denim, bags, small leather goods, and ceramic art pieces displayed in the store's basement.
- The store's complete collections — menswear, womenswear, shoes, accessories, eyewear — are all available. The flagship thus functions as a full “headquarters store” for Acne in Tokyo.

Strategic Significance for Acne Studios & Tokyo Market

- This move represents Acne Studios' commitment to Tokyo as a **global strategic hub** — upgrading from a smaller store to a large flagship in a prime shopping district.
- The design and location (on a main shopping street corner in Aoyama) signal a stronger brand presence and higher visibility among luxury/fashion-savvy consumers in Tokyo.
- The use of local collaboration (with Takuro Kuwata) shows an integration of Japanese aesthetic sensibility — reinforcing brand relevance in Japan while maintaining global identity.

Brand Messaging & Cultural Resonance

- By combining Scandinavian minimalism with Tokyo-inspired urban context and collaborating with a Japanese artist, the store embodies a **cross-cultural dialogue** — positioning Acne Studios not just as a foreign luxury brand, but as a fashion house that respects and engages with Japanese creative culture.
- The “immersive retail experience” (architecture + art + full collection + exclusive items) aligns with current trends in luxury retail, where physical stores are not just points of purchase, but **brand- and lifestyle-experiencing spaces**.
- This approach supports Acne Studios' global image of being modern, minimal, creative, and art-oriented — while deepening roots in a key Asian market.



ACNE STUDIOS AOYAMA

COACH GINZA



GUESS JEANS TOKYO



MADHAPPY TOKYO





ARDERERROR TOKYO SPACE



and st TOKYO

AMOMENTO



APEE





GLOBAL WORK GINZA

KAPTAIN SUNSHINE





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PORTER CLASSIC CINEMA



SCEARN



TABAYA UNITED ARROWS





THE GOODLAND MARKET

YOKE FLAGSHIP STORE



UNIQLO TAMATAKA





NIKE HARAJUKU



NEW BALANCE HARAJUKU



NEW BALANCE RUN HUB YOYOGI PARK



PATAGONIA KYOBASHI





HOKA SHIBUYA



NUIR VINTAGE HARAJUKU

weber TOKYO





A giant sculpture placed on a vivid red floor

GENTLE MONSTER GINZA

JACQUES MARIE MAGE OMOTESANDO TOKYO GALLERY



J.M. WESTON ATELIER



BEAMS CULTUART TAKANAWA





BUNKITSU TOKYO

CATH KIDSTON OMOTESANDO





SEW

WORDS, SOUNDS, COLORS & SHAPES



YUMIKO IIHOSHI PORCELAIN AOYAMA





ET-THE CULTURAL COFFEE HOUSE



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LUSH SHINJUKU





POINTTWOFOVE SECOND



TAMBURINS SHIBUYA





シャンプーのすすめ
ロフボ 販売について

レチノール配合
クリームシャンプー

うるみ・ハリ・ツヤつき
髪まとまる。

品切れ中

BOH
品切れ中

ご購入の際は必ずご確認ください。

ロフトアプリからシャンプーの在庫確認と購入が可能です。

お1人様1回1商品までです。

シャンプーのすすめ
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NONFICTION DAIKANYAMA

NOSE SHOP SLOPE



POLA GINZA





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