



Tokyo – 48 Brands Pop-up & Event opened in 2025

From **fashion, luxury, accessories** to **beauty, jewelry and lifestyle**, this report showcases the most groundbreaking pop-up experiences that defined Tokyo in 2025 :

- The most creative concepts
- Key trends reshaping retail pop-up
- Inspiring innovations driving customer engagement.

Dive into [Tokyo's vibrant pop-up scene](#) and explore how these brands are redefining retail and customer experiences.

The [775-pages report](#) includes: 1,000 pictures for visual inspiration, In-depth concept descriptions and keywords, Location and dates.

Price is 980 USD – 900 EUR – 150,000 JPY (Payment by credit card, Paypal or bank transfer). Delivery of the reports on PDF as soon as the payment is received.

[Preview of the pop-up 2025 report.](#)

Thank you and best regards,

Loic Bizel - loic@fashioninjapan.com

<https://fashioninjapan.com/> : Tokyo Pop-up 2025 Report

The report covers fashion, luxury, accessories, beauty, jewelry & lifestyle including the following brands

THE MAX MARA JACKET CIRCLE - LOUIS VUITTON X MURAKAMI - GUESS JEANS THE NEXT 40 YEARS OF DENIM - LONGCHAMP - RALPH LAUREN THE HUMPTONS GARDEN - MAISON MARGIELA ARTISANAL EXHIBITION - LOEWE CRAFTED WORLD - CHANEL presents “le Galerie du 19M Tokyo” - HERMES MYSTERY AT GROOMS - DENIM SCRAMBLE 2025 - CARTIER CELEBRATES TRINITY 100 - CARTIER PANTHÈRE - INTO THE WILD - BOUCHERON QUATRE IS 20 - POMELLATO, HELMUT NEWTON & THE 1980S - LAZARE DIAMOND CAFÉ - VACHERON CONSTANTIN THE QUEST: 270 YEARS OF SEEKING EXCELLENCE - DIOR ADDICT FACTORY - JO MALONE ICE CREAM - YSL LIBRE THE BRAUTY CATWALK OF FLOWERS - SHIRO WITH PASSTO - 3CE PINK SPACE HOTEL - DASIQUE PINK BLOSSOM - ROM AND PINK OFFICE - SHISEIDO URTIMUNE - TIRTIR – THE DAWN OF A NEW ERA - CARTIER MAGICAL HOLIDAY - CHANEL WINTER TALE - DIOR THE BALL OF DREAMS - JO MALONE LONDON A CHRISTMAS SPECIAL - CHANEL DREAM CHASER - CHANEL WINTER CONSTELLATION - GELATO PIQUE CHRISTMAS GIFT MARKET 2025 - JO MALONE LONDON — FUN AND GAMES - AMI PARIS POP-UP STORE AND LE CAFÉ AMI

LeBiz Tokyo - Fashion Consulting since 2001 - loic@fashioninjapan.com

<https://fashioninjapan.com/> : Tokyo Pop-up 2025 Report

<http://www.tokyofashiontour.com/> : Retail Safari

Our clients include LVMH, L’Oreal, Tory Burch, Chanel, Longchamp, Tod’s, Audemars Piguet, Max Mara, H&M, Zara, Lacoste, Adidas, The Body Shop, Columbia, Zwilling, Fender, Al Futtam, Nelson WW and more...



LOUIS VUITTON x MURAKAMI



The Heritage Room – Showcasing Max Mara’s historical pieces, iconic campaigns, and the evolution of its coat silhouettes.

THE MAX MARA JACKET CIRCLE



MAX MARA THE CAMEL, TIMELESS



The Framing of a Photograph: 60 Years of Paul Smith Tailoring



Paul has always been an intuitive designer, following his instincts to create clothes which just work, despite combining seemingly disparate influences, clashing colours, or unlikely materials.

Nowhere is this rule-breaking tendency clearer than in a Paul Smith suit. A classic cut and traditional construction are subverted by the use of unlikely fabrics or details: a slim cut two-piece made from turquoise devoré, or undyed linen embroidered with animals. A simple cotton might be photo-printed with leaves, or woven to simulate wood grain.



MARIDENIM by MARIMEKKO



**CUSTOM-MADE
GIFT SHOP**

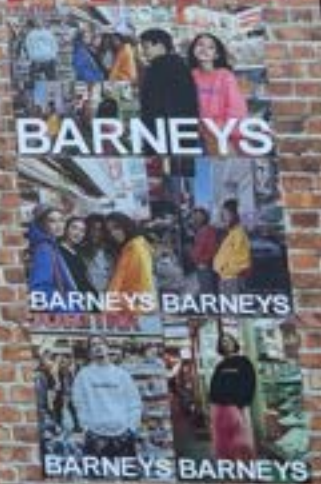
**BARNEYS
CORNER**



HARAJUKU

**create
your own!**

**BARNEYS
CORNER**



BARNEYS CORNER



THE FINISHED PRODUCT

完成品

GUESS AIRWASH™ represents a modern, eco-friendly approach to denim while maintaining the brand's trademark quality and finish with minimal environmental impact. In contrast, traditional stonewashing is a much more resource-intensive process that can be harsher not only on fabrics, but also on our planet. GUESS AIRWASH™ reflects a broader stance — where fashion and environmental responsibility go hand in hand.

GUESS AIRWASH™は、ブランドの持ち高い品質と美しい仕上がりを保ちながら、環境への負荷を最小限に抑えた、次世代のデニム加工技術です。これに対して、従来のストーンウォッシュ加工は、生物に対しても地球環境に於いてもより大きな負荷をかける、資源集約型のプロセスです。GUESS AIRWASH™は、私たちのより大きな理念である「フュージョン」と「環境への責任」の両方を体現しています。

	STONE WASH	AIRWASH
DARK WASH	10 WEEKS	45 WEEKS
MEDIUM WASH	20 WEEKS	90 WEEKS
LIGHT WASH	35 WEEKS	120 WEEKS

	STONE WASH	AIRWASH
ダークウォッシュ	10 WEEKS	45 WEEKS
ミディアムウォッシュ	20 WEEKS	90 WEEKS
ライトウォッシュ	35 WEEKS	120 WEEKS

SHADES OF DENIM デニムの色合い





RALPH LAUREN THE HAMPTONS GARDEN



GAP DENIM AND RECORDS



LONGCHAMP PARISIAN ARTIST

UNDER R “Standing Sushi Bar” by Ron Herman



DENIM SCRAMBLE



WE GO VINTAGE CHO GALS



MAISON MARGIELA ARTISANAL EXHIBITION





LOEWE CRAFTED WORLD

CHANEL presents “le Galerie du 19M Tokyo”





HERMES MYSTERY AT GROOMS

CARTIER CELEBRATES TRINITY 100



CARTIER PANTHÈRE INTO THE WILD



1948

1987

2024

2005

1983

90's

Since
1960

2021

40's-70's

1933

BOUCHERON QUATRE IS 20







LAZARE DIAMOND CAFE

VACHERON CONSTANTIN THE QUEST – 270 YEARS OF SEEKING EXCELLENCE







JO MALONE RASPBERRY RIPPLE



YSL LIBRE THE BRAUTY CATWALK OF FLOWERS



YSL BEAUTY LOVE GAME TOKYO UNDERGROUND



THE ORDINARY MINI-MART





SHIRO WITH PASSTO



3CE PINK SPACE HOTEL



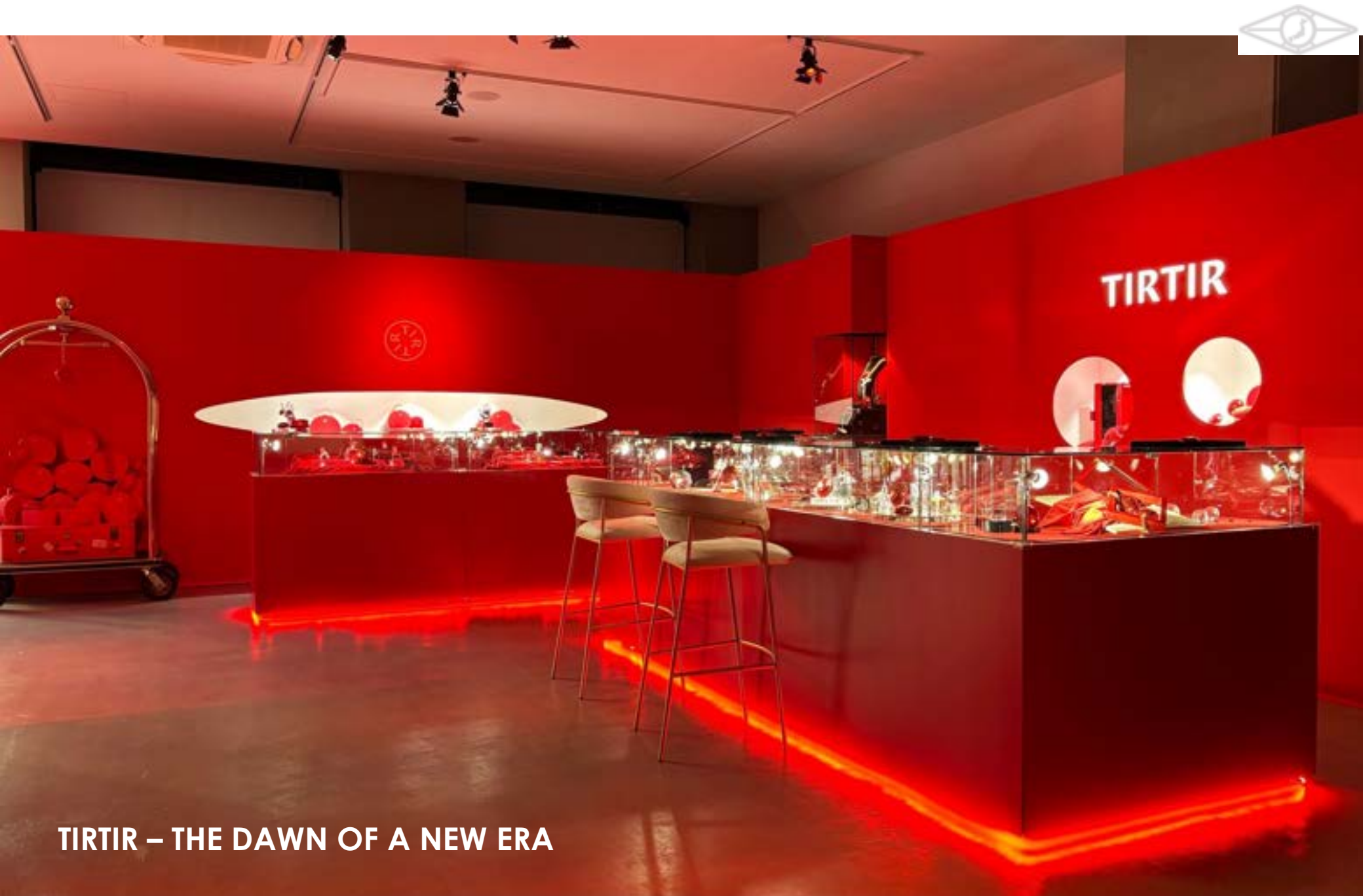
DASIQUE PINK BLOSSOM





NOW EXPERIMENTING





TIRTIR – THE DAWN OF A NEW ERA



HYPERION HOUSE BY BROOKS

CAMPER 50TH ANNIVERSARY



CAMPER 50TH ANNIVERSARY EXHIBITION
04-09. Apr. 2025



CAMPER

SUBU HAREMOKEMO



〈SUBU〉のコレクションである
“HAREMOKEMO (晴れの日も曇りの日も)”
の世界観をもとに、
“ペキューリア (摩訶不思議で奇妙な)”
な空間をお楽しみください。

IMMERSIVE THEATER

非日常と日常を表す「晴と曇」という
言葉からインスパイアした「ハレモケモ」。

普段使いだけでなく、晴れの日にもコーディネートに
プラスしたくなるゴージャスなニューコレクション！

これは一体なんだろう？現実のルールが通じないこの
世界で、アナタは何を探し、何を見つけるのだろうか？

SUBU のペキューリアな世界へようこそ！



Immerse yourself in the peculiar world of SUBU's HAREMOKEMO collection.

A gorgeous new lineup that you'll want to add to your look — not only for everyday wear but also for those special occasions.

What is this mysterious place?

In this world where ordinary rules don't apply, what will you seek, and what will you discover?

Welcome to SUBU's bizarre and beautiful universe



CARTIER MAGICAL HOLIDAY

DIOR THE BALL OF DREAMS





GELATO PIQUE CHRISTMAS GIFT MARKET



JO MALONE A CHRISTMAS SPECIAL



AMI PARIS AND LE CAFÉ AMI





CHANEL WINTER CONSTELLATION

GELATO PIQUE CHRISTMAS GIFT MARKET



JO MALONE LONDON — FUN AND GAMES







CONFIDENTIAL

This report was prepared by Lebiz Tokyo – Fashion Consulting

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