

TOKYO 2021

50 NEW RETAIL CONCEPTS

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TOKYO 50 NEW RETAIL CONCEPTS OPENED IN 2021

FASHION

LOUIS VUITTON GINZA NAMIKI
RALPH LAUREN GINZA
FACETASM AOYAMA
THE TOKYO
JANTJE_ONTEMBAAAR
UNIQLO GINZA
UNIQLO ASAKUSA
WORKMAN GIRL
PUMA STORE HARAJUKU CAT STREET
DR.MARTENS
SWATCH STORE HARAJUKU
SWAROVSKI SHINJUKU

BEAUTY

John Masters Organics Aoyama
LUSH HARAJUKU
SHU TOKYO MAKEUP BOX

LIFESTYLE

HUMAN MADE GENERIC STORE
ittala Omotesando Store & Cafe
3 COINS HARAJUKU STORE
PLANT SOCIETY TOKYO x TOKYOBIKE TOKYO
EW. NOTE

CAFÉ / RESTAURANT

BLUE BOTTLE COFFEE @SHIBUYA
STARBUCKS GREENER STORE
VERMICULAR HOUSE
KOFFEE MAMEYA KAKERU
KURA SUSHI HARAJUKU

NEW CONCEPT

THE PLAYHOUSE
ITOCHU SDGs STUDIO
PARCO OUTDOOR PARK
WWS
MUJI SHINJUKU
ONWARD CROSSET STORE
.ST
CHOOSEBASE SHIBUYA
ASUMISE
GINZA innit
LUCK RACK
UPI
b8ta SHIBUYA
DiGARO
RAKUZA
#000T KABUKICHO

POP UP STORE / EVENT

ATMOS MART
CARTIER POP UP
LOUIS VUITTON &
GUCCI GARDEN ARCHETYPES

O2O, METAVERSE, WEB3

ADASTRIA LIVE STREAMING
PEACH JOHN LIVE SHOPPING
SHIBUYA109 LAND
The Metavex District LAND
AMBUSH® Inaugural NFT Collection

CONTENT

Concept Information and Pictures

50 NEW RETAIL CONCEPTS - 224 PAGES

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BANK TRANSFER

ORDER : loic@fashioninjapan.com



UNIQLO GINZA

AREA: GINZA
OPENING DATE: SEP 17, 2021
STORE SIZE: 4,960m²

The massive Uniqlo Ginza is commemorating its tenth anniversary with a major renovation to turn the 12-storey flagship store into a new lifestyle and shopping hub. The renewed shop will elevate the Uniqlo experience with an exciting range of new services as well as collaborations with some of Ginza's best-known brands and retailers.

One of the design highlights at the renovated Uniqlo Ginza is the Life Wear installations on each and every floor. The brand's signature clothing items will be displayed like a museum exhibit.

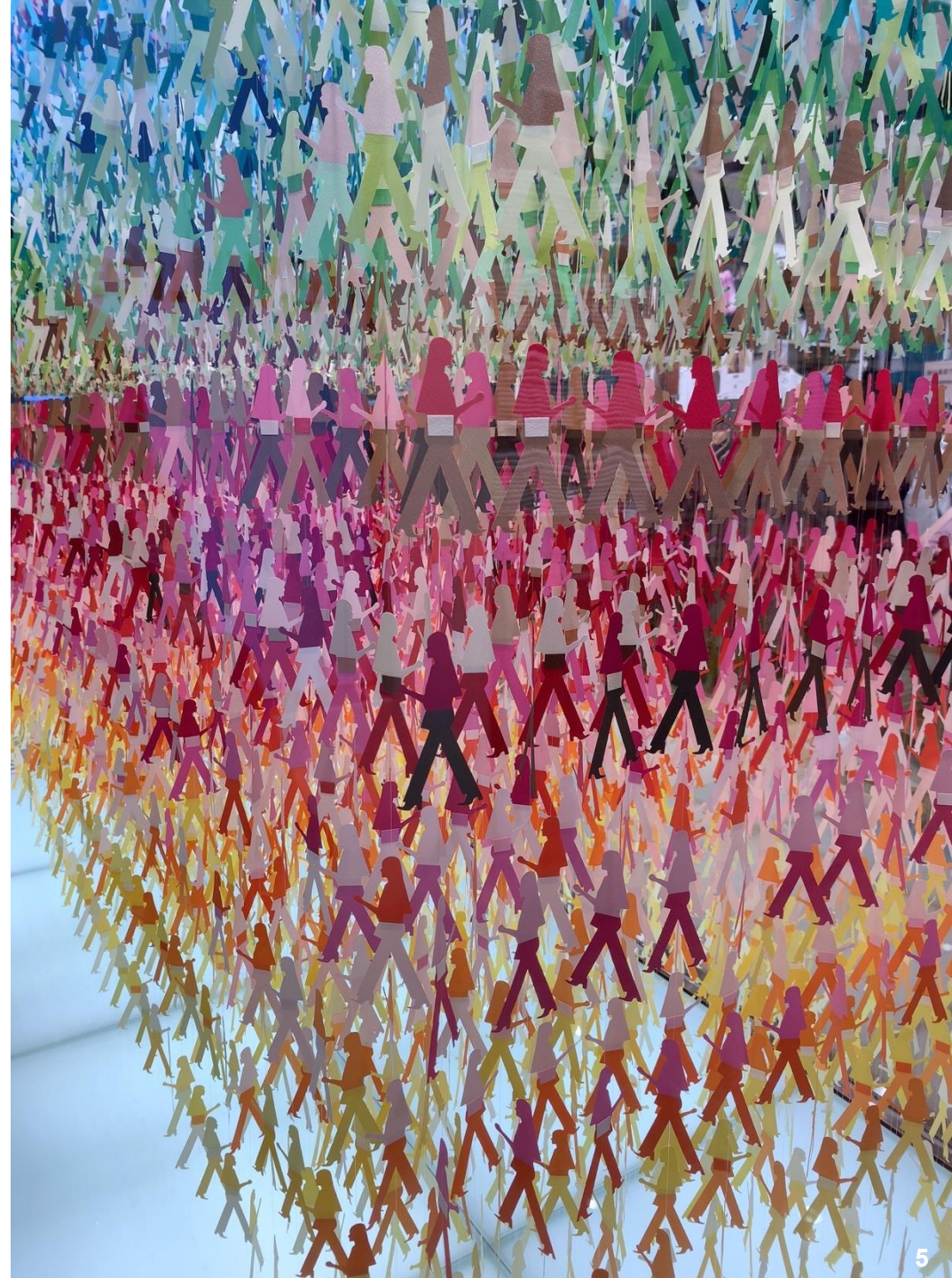
A strong focus on sustainability is displayed through their ReCycle, ReUse, Reduce concept, explanations on the different garments production process like downjacket and denim, gamification to learn about sustainability.

The brand new Uniqlo Coffee, where you can relax over Uniqlo's exclusive blend of coffee. Just like Uniqlo's fashion staples, the coffee here is very reasonably priced.

On the tenth floor you'll find a custom-order salon, where you can get measured for the perfect fitting suit and the custom salon to customized your own garment at the shop in less than 30 minutes.

Uniqlo Ginza also offers a selection of items created in collaboration with famous stores in the district. These include a range of T-shirts and bags featuring well-established Ginza shops such as stationery store Kyukyodo, Ginza Kimuraya and Ginza Sembikiya, just to name a few. Uniqlo Ginza will also carry stationery from Itoya, Kyukyodo incense and other household goods.

- DWELL TIME
- BRAND EXTENSION
- EXPERIENTIAL
- MUSEUM
- SUSTAINABILITY
- LOCALIZATION
- INTERACTIVITY
- IMMERSIVE





Colorful knitwear and flowers

ヘアアーティストとして活躍されている Yutaka Kodashiro 氏によるヘッドピース作品。カシミヤを中心としたニットが持つ多様な色合いや柔らかい質感に、美しい花をグラデーションで合わせ、様々な色や個性を持つアート作品を制作していただきました。

Colorful and unique headpiece artworks have been created by Yutaka Kodashiro who is active as a hair artist. The color gradations of beautiful flowers showcase the vivid color palette and soft textures of knitwear featuring Cashmere.



HAIR ARTIST
Yutaka Kodashiro



PROFILE
2011 年専攻、ASASHI 表に専攻。2005 年専攻。
2008 年モッズヘアヘアメーターチームに加入。
加賀美部長のヘアアドバイザーとしてファッションヘアのサービス提供に携わり、加賀美が発表したユニークな 2013 年秋冬コレクション「LifeWear」のヘッドピース制作や展示などに参加。
ヘアのみならずヘッドピース制作なども手がける。

2003 Moved to UK. Worked under ASASHI.
2008 Moved back to Japan.
2008 Joined mod's bar as a hair and makeup artist.
Yutaka has been involved in the creation of Katsuya Kamei's collection and headpieces as an assistant.
Yutaka has been involved in the creation of Katsuya Kamei's collection for UNIQLO which he knew was in charge of creating headpieces.
He took part in the 2013 FW LifeWear collection for UNIQLO which he knew was in charge of creating headpieces.
He is active as a hair and makeup artist but also develops artistic headpieces.



リニューアルしたユニクロ 銀座店へようこそ。
当店は「New Life New Wear New ON」のコンセプトに、新しいグローバル戦略を生み変わりました。
LifeWear をアートとサイエンスで表現。専門スタッフがきめ細かなサービスユニクロの柱となるカフェと、ご好評の銀座の名店とコラボレーションした。
ここから生まれる新しいお買い物体験。
ユニクロ 銀座店



HELLO, NEIGHBORS!

銀座らしい老舗から、みなさまに愛されるあの名店まで、企画に
参加いただいた全16のコラボレーターはこちら！



MORIOKA SHOTEN & CO., LTD.



洋女 煉瓦亭 銀座



GINZA SEMBIKIYA

