

# JAPAN: SHOPPING PARADISE, POWERED UP

Atsuko K. Tanimura

AS THE 2020 OLYMPICS APPROACH, JAPAN SEES A RUSH OF MEGASTORE OPENINGS, WITH LARGE-SCALE SHOPPING FACILITIES MUSHROOMING ACROSS THE COUNTRY. **WeAr** TAKES A SNEAK PEEK AT WHAT'S TO COME.

Tokyo's Ginza will be the first neighborhood to see these changes. On March 31, **Tokyu Plaza Ginza** will open at Sukiabashi Crossing, featuring an impressive 50,000-m<sup>2</sup> of floor space. This 13-floor building, decorated with a traditional Edo Kiriko (cut glass) motif, will be home to 125 stores including **Bally**, **Emporio Armani** and **Skagen**, as well as Japanese brands such as **IKIJI**, variety stores and eating and drinking establishments. The 8th and 9th floors will also feature Tokyo's largest airport-style duty-free shop.

In summer, another commercial complex called **Ginza Place** will open at the Ginza 4-Choume Intersection. With its striking façade, featuring a fretwork motif designed by the architecture firm **Klein Dytham**, the building is poised to become a landmark. Yet another retail complex, comprising 250–300 stores, a Kanze-

style Noh theater and a roundabout for tourist buses, is scheduled to open in January 2017 on the former site of Matsuzaka department store, with a total ground area of approximately 1.4 hectares.

Meanwhile, **Lumine's** new retail establishment, **NeWoman**, will open at Tokyo's Shinjuku Station's south exit on March 25. Aiming to provide 'experiences and values that allow women to continue to shine', the megastore will host fashion brands such as **United Arrows**, **ESTNATION** and **Maison Kitsuné**, variety stores and about 100 restaurants, along with a nursery school, gynecological clinic, event space, a members-only rooftop garden and other female-friendly services.

A 7,053-m<sup>2</sup> shopping mall called **Marine & Walk Yokohama** will debut on March 4. Located on the

waterside next to the Yokohama Red Brick Warehouse, it offers a variety of mono-label and multi-brand stores, such as **NEIGHBORHOOD**, **Fred Segal**, **Steven Alan** and **COS**. Moreover, Nagoya's **Dai Nagoya Building** will be unveiled on March 9 with 74 stores occupying the 12,560-m<sup>2</sup> floor space. **Mitsukoshi Isetan** group's select shop **Isetan House** will be the highlight of the mall. As if this wasn't enough, Fukuoka will see the opening of **Hakata Marui** and the new **S-PAL Sendai** east building, two sites that are destined to become the faces of the Tohoku Region's retail landscape. Other new facilities springing up around the country are too numerous to list here: make sure to leave enough time for multiple store visits during your next Japan trip!