

<NEWS RELEASE>

To all media representatives:

January 26, 2021

GINZA SIX Retail Management Co., Ltd.

## <GINZA SIX 4th Anniversary Part 1>

The fashion and lifestyle brand delivering a new era of luxury,  
with boutique eateries befitting Ginza.

More than 40 new and revamped stores set to open,  
**GINZA SIX enjoys its first revamp.**

GINZA SIX, Ginza's largest retail facility, will relaunch this spring, marking its fourth anniversary, following the first major renovation on April 20, 2017. GINZA SIX continues to strive in the creation of new value. Major brands from Japan and abroad have gathered to support GINZA SIX's vision.

### ■ Aims of renewal

#### 1) Introduce brands that deliver a new era of luxury

We invited brands that meet the expectations of customers with a high level of fashion sensitivity, and that can communicate their own world-class quality. We offer pioneering luxury to the ever-changing fashion scene.



#### 2) Accelerate the flagship store strategy

The flagship store strategy, advocated since opening, transmits leading fashion from Ginza worldwide. It has successfully created many fans, especially for luxury brands on Chuo-dori Avenue. This revamp will further accelerate the strategy by opening eight new flagship stores.

#### 3) Introduce new MDs that meet contemporary needs and enhance daily life.

The new, diverse lineup includes world-class audio, fragrance, and luxury food stores. On the B2F Foods Floor, we add to the existing high-quality offering with specialties to satisfy the most discerning customers, and exclusive products that make ideal souvenirs.

#### Salutation

This year marks the fourth anniversary of the opening of GINZA SIX. It has been embraced by a multitude of customers from Japan and abroad and has performed better than expected.

Last year saw major changes in the business environment and customer lifestyles. Since opening, we have gained support from many customers, especially those in their 20s to 40s. The characteristics of our facilities have become clearer, such as the preference for high quality and sensitivity. We recognize opportunities for further growth.

We will undertake our planned renovations to provide customers with fresher and more sensitive products and services. We hope you will enjoy the innovation to unique products and experiences that can only be found at GINZA SIX.

Mikito Takehara, President and Representative Director, GINZA SIX Retail Management Co.

**HIGHLIGHTS OF NEW SHOP**

\*Please see the attached " NEW SHOP LIST " for the opening date and details of each new store.

**<FASHION>**

**A new era of luxury in fashion**



**GUCCI Watch & Jewelry**

**THE ROW**

**Off-White c/o Virgil Abloh™**

**The GUCCI perspective fascinates all.**

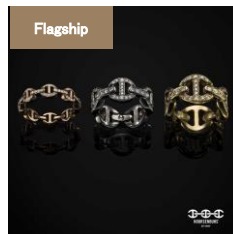
Founded in Florence in 1921, Gucci is a world-leading luxury brand with a reputation for creativity, innovation, and traditional Italian craftsmanship. Gucci offers an unparalleled selection of watches and jewelry that combine iconic motifs, contemporary details, and fine materials, in a setting marked by creative expression.

**Full lineup and largest variety of accessories in Japan**

THE ROW, on the 3rd floor of GINZA SIX, will offer an unprecedented lineup of bag and shoe accessories, new ready-to-wear, and soft accessories.

Off-White™, founded in 2013, is a concept that defines the gray area between black and white, culture and vision.

Creative director Virgil Abloh creates collections that embed a story through creative methods in clothing with an identity through proportion, unique use of materials, and playful graphic design.



**Rick Owens**

**HOORSENBUHS**

**UNITED NUDE**

Rick Owens launched his own collection in Los Angeles in 1994, debuted in New York in A/W 2002 and moved to Paris in A/W 2003. In 2006, he was selected as a guest designer at Pitti Immagine Uomo and presented his first men's runway show. He has won numerous awards, and in 2019, was awarded Men's Wear Designer of the Year by the Council of Fashion Designers of America (CFDA). He also designs furniture and jewelry.

**Fine jewelry brand from California**

Hoorsenbuhs is an American fine jewelry house and lifestyle brand based in Los Angeles. Founder and creative chief Robert G. Keith, a former photographer, established Hoorsenbuhs in 2005. Despite having no formal training in jewelry design, he has created a special piece, the gold tri-link ring. Since his debut 10 years ago, his handcrafted rings, bracelets, and open-link chains, made by artisans with meticulous care, have featured in magazines worldwide, and been praised as a revolutionary yet timeless lifestyle brand.

**The first UNITED NUDE store to open in the Ginza area, with a new store concept by designer Rem D. Koolhaas.**

This is the fourth directly operated UNITED NUDE store by Dutch designer and architect Rem D. Koolhaas. This new concept store offers shoes in a wide variety of models and colors, designed with the unique ideas of an architect.

\*Images are for illustrative purposes only.  
\*Please note that details are subject to change.

<LIFESTYLE>

**Global Quality Lifestyle Beauty**



**DEVIALET**

**Experience the world's finest quality sound, the only brand recognized by the Opéra de Paris, in an elegant boutique with a luxurious atmosphere.**

DEVIALET constantly pursues the latest, greatest acoustic experiences, whereby it has won numerous awards and partnership with the Opéra de Paris. Its quality has attracted a following among famous international artists. The DEVIALET boutique hosts various events, from listening to experiencing. The expert concierge will propose an exceptional lifestyle.



**FUEGUIA 1833 Ginza**

**Find the beauty of discovering yourself.**

Spend time to explore and touch the true meaning of the meticulously curated possibilities. The archway leads to a home where identity is nurtured.

The source of inspiration is Argentina, where founder Julian Bedel was born and grew up. FUEGUIA 1833 is an experience leading to realization of one's identity. The concept is a house where visitors take time to explore their true, undiscovered selves.



**La Boutique Guerlain**

**Japan's first ultimate boutique where you can experience everything Guerlain.**

La Boutique Guerlain is the embodiment of everything Guerlain—offering a range of products not available at other stores, as well as limited edition and pre-release products, and a full range of services such as engraving, gift-wrapping and consultation. This is a store where you can experience proposals and services tailored to diverse lifestyles.

<GOURMET>

**High Quality Gourmet Food**



**jiyugaoka kageyamarou**

**A new restaurant by kageyamarou, of Jiyugaoka, Tokyo, specializing in shark fin cuisine and ramen.**

Chef Kenichi Kageyama, who's main restaurant is in Jiyugaoka, Tokyo, has created a restaurant that focuses on shark fin cuisine and ramen. He continues to pursue great taste: "I aim to provide a memorable taste to encourage diners to return." The GINZA SIX store is the first Kageyama restaurant to focus on shark fin. In addition to dine-in, the restaurant also sells bento-boxed meals.



**Signifiant Signifié + plus**

**We overturn common notions of bread to bring you a new world of bread and a fusion of tastes, based on the concept of food as medicine, while aiming to be one of a kind.**

With a focus on the breads made by Katsuei Shiga, a pioneer in low-temperature, slow fermentation, as well as wines and fermented confections. We offer a selection of delicious foods from around the world, focusing on deliciousness and health.



**Bio c' Bon**

**An organic lifestyle supermarket from Paris that offers a wide range of products to bring the organic to everyday life.**

With over 140 stores in Europe, Bio c' Bon is popular for its fresh produce and selection of products for daily use. They stock organic vegetables, popular plant-based milk "Isola Bio," and other directly imported goods as well as a wide variety of items such as dried fruits, nuts, and granola sold by weight. Enjoy shopping as if you were in Paris.

\*Images are for illustrative purposes only.  
\*Please note that details are subject to change.

<GOURMET>

**Specialized gourmet foods that exceed your expectations.**



**Jule's Whisky Collection**

**We have a wide range of whisky products for beginners and connoisseurs to enjoy.**

Jule (the store mascot) is a whisky enthusiast who explores distilleries in Japan and abroad, collecting precious whisky from around the world. He shares some of his vast collection with customers and introduces them to whisky's charm. There is also a tasting zone where you can try before you buy.



**Cocolo Kitchen KYOTO**

**Organic nut and granola specialty store from Kyoto. Carefully selected ingredients to cleanse your body from the inside.**

LOVE ORGANIC! Cocolo Kitchen is a nut and granola specialty store that focuses on organic ingredients. Nuts and granola are a health and beauty food, and Cocolo Kitchen carefully selects each ingredient to make you feel beautiful and healthy from the inside out. Their signature product, "Kyoto Nuts", combines almonds and other organic nuts with other ingredients. Enjoy the taste of nuts with Kyoto flair.



**kakuouzan fruit daifuku benzaiten**

**A store specializing in fruit daifuku, using the golden ratio of white bean paste and gyuhi to highlight the flavor of the fruit.**

benzaiten's handmade Daifuku use seasonal market fruits, sweet white bean paste that highlights the fruit's flavor, and delicate gyuhi wrapping made with high-grade habutae flour. Goods are packaged with our unique mochi cutting string to enjoy the beautiful cross-section that appears when cut. Whether as a gift for a loved one or as a treat for yourself, we hope to delight with our fruit daifuku.

**Exclusive souvenirs**



**patisserie GIN NO MORI**

**Enjoy blessings of the forest only found here.**

The breeze and scent of the forest, the fruits and nuts of the season—the forest has power to heal people. Our **patisserie** carefully creates baked sweets and confitures, one by one, with the desire to deliver the blessings of the forest through confectionaries. In a deep blue forest with silver trees, two squirrel pastry chefs gather wisdom from around the world to create luxurious confectionaries.



**Enakurikobo RYOHEIDO**

**Wagashi are traditional Japanese sweets. A highlight is chestnut wagashi including kuri kinton.**

Since 1946, Ena Kurikobo Ryoheido has handcrafted wagashi that emphasize the natural taste of the ingredients. Because they are made by hand, we can offer wagashi that allow customers to experience the taste and sense of the season. Our most famous product is kuri kinton. Persimmon sweets, kurifuku kaki, are another popular gift.



**GINZA BASHODO**

**BASHODO has made rice cakes for over 150 years, including superb copper kettle-boiled warabimochi.**

OSAKA BASHODO, founded in 1868, opens its first Ginza store. Bashodo's years of experience in rice cake confectionery created precious warabimochi that elicit a smile from the first bite. At GINZA SIX, enjoy over 150 years of traditional confectionery culture, with fresh warabimochi, manju, strawberry daifuku, and other seasonal sweets.

\*Images are for illustrative purposes only.  
\*Please note that details are subject to change.

**<GINZA SIX Information>**

TEL: 03-6891-3390 (GINZA SIX General Information, hours: 10:30 - 20:30)

ADDRESS: 10-1, Ginza 6-chome, Chuo-ku, Tokyo, 104-0061

Website: <https://ginza6.tokyo/>

Operation hour Shops & Cafes (B2F - 5F) 10:30 - 20:30 Restaurants (6F, 13F) 11:00 - 23:00

\*Opening hours vary for some stores and restaurants.

\*See the official website for details.

Closed No fixed closed days

Access Via underground passageway from Ginza Station (Tokyo Metro Ginza Line, Marunouchi Line, and Hibiya Line)

Parking available (services subject to purchase amount)

<For media inquiries regarding this press release>

GINZA SIX PR Office (within Sunny Side Up Inc.)

Contact: Arakawa (080-7045-8071) or Suda (080-4071-7269) FAX: 03-5413-3050 E-MAIL: [ginzasix\\_pr@ssu.co.jp](mailto:ginzasix_pr@ssu.co.jp)