

September 14, 2015
Tokyu Land Corporation

The Birth of a New Destination for Lifestyles in Sukiwabashi, Ginza: Anchor Tenants Decided for “(Provisional Name) Ginza 5 Project”

Under the concept of “Creative Japan: The world becomes exciting from here”, Tokyu Land Corporation (head office: Minato-ku, Tokyo, President: Hitoshi Uemura) is currently developing a new large-scale commercial facility scheduled to open in spring 2016, tentatively called the “(Provisional Name) Ginza 5 Project”. In addition to offering new shopping experiences with a diverse array of tenants, the facility is planned to deliver cultural content both within and outside the country and offer public areas that will serve as space for relaxation as it aims to become a new type of lifestyle destination that has never before existed. Out of the approximately 120 stores that are scheduled to open at the facility, Tokyu Land Corporation would like to hereby notify you on the anchor tenants which have been determined to open shops on the street level as well as the medium to upper floors.



The street level will comprise latest flagship stores of global luxury brands that offer history and tradition, as well as select shops that propose the best items that have been chosen from different parts of the world with a discerning eye. There will also be an event square and café which will become a new place to gather in the Ginza area, giving birth to a new shopping street in the Ginza district. Opening on the medium to upper floors will be a large-scale select store, a new type of establishment where the expertise of Tokyu Department Store will be condensed across approximately 600-tsubo (nearly 2000 sq. m). The refreshment and dining zone will feature restaurants such as what will be the first modern style Greek restaurant to open in Japan, as well as a long-established Japanese restaurant in Kyoto which will be coming to Tokyo for the first time. Boasting both a high level of status and the latest trends, the facility will enable people to go beyond borders and time to encounter “the real thing”, where tradition and innovation will intersect to produce “a new destination for lifestyles”, aiming to become a gateway that connects Ginza with Japan and Japan with the world.

■Street-level tenants

A concentration of global flagship stores, offering a diverse array of high-quality brands which maintain tradition while presenting innovative styles with their discerning craftsmanship, giving birth to a new brand street that will generate more bustle in the town of Ginza.

Category	Brand/Company	Brand Logo	Brand/Store Description
Fashion	BALLY /Bally Japan Ltd.		Bally is Swiss top luxury brand, founded in 1851. This new concept flagship store follows openings in London and Los Angeles, and is the largest in the world. The store design by architect David Chipperfield embodies the timeless functionality and modernity of Bally's heritage and philosophy, and the extensive lineup covers all men's and women's categories, offering collections rich with innovation and craftsmanship.
	EMPORIO ARMANI /Giorgio Armani Japan Co., LTD		Emporio Armani was created in 1981 as a collection to reflect the lifestyles of modern fashion-savvy youth, based on casual styles with an elegant aesthetic. Designer Giorgio Armani personally supervised interior design for the Ginza store, using the latest store concept with a white color theme. In addition to the latest men's and ladies' collections, the full line-up includes leather goods and accessories.
	GLOBE-TROTTER /GLOBE-TROTTER ASIA PACIFIC LTD		The British luxury brand Globe-Trotter has been used by an enviable client list around the world since established in 1897 and opens its first flagship store in Japan. While maintaining elements of the London flagship store, the interior is a whimsical blend of the brand's history and craftsmanship with modern accents. This will be the first store that offers not only suitcases but the full leather collection as well. The Ginza shop has a bespoke room where can offer customers the full Globe-Trotter experience.
	HACKETT LONDON /Hackett Japan		Hackett London, which proposes the "Essential British Kit" embodying the British lifestyle, will open its flagship store in Japan as the largest store in Asia. The store interior is true to the London flagship and offers not only the full line-up but also the full kids' collection for the first time in Japan as a statement of the brand. Also, the store enable the customers to dress in their personal style in the Order Lounge the offers the brand's signature tailoring service.
	HUNTER /Hunter Japan Co., Ltd.		Hunter is a British heritage brand with two royal warrants awarded, including one from Queen Elizabeth. To celebrate memorial 160th anniversary, Hunter will open its first flagship store in Japan. In addition to its iconic original boots, Hunter will present innovative lifestyle assortment such as footwear, apparel, and accessories to represent the brand's worldview.
	Kiton /LIDEA Co., Ltd.		Ciro Paone was a seventh-generation suiting fabric merchant in Naples, which was once the most prosperous city in Europe and a center of affluence and diverse culture. Inheriting the culture of wonderful tailored clothing, he founded Kiton in 1969 to create a new tradition of tailored suits in Naples. The softness and beautiful drapes handmade by artisans and garments made with exclusive fabric are sure to qualify this store as the <u>world's top fashion maison, reaching beyond Italy's borders.</u>
	CRUCIANI /LIDEA Co., Ltd.		A knit collection created by Company Maglita, founded in 1966 in Perugia, Italy. The superb techniques of traditional artisans and the highest quality raw materials used to create modern designs with a classic foundation have made this the top knit brand in the world.
	EDWARD GREEN /LIDEA Co., Ltd.		Edward Green began with a small factory producing men's shoes in Northampton of the UK in 1890. These shoes are the pinnacle of tradition, using top-quality calfskin and the Goodyear welt manufacturing technique of the traditional handwork of artisans.
	STRASBURGO /LIDEA Co., Ltd.		Since its founding in 1990, Strasburgo has carried items meticulously crafted in so-called bottega with the essence of tradition and culture, Italian tailoring, leather techniques, the esprit of Paris, and the metropolitan culture of New York. Strasburgo is a boutique that offers luxury items of tradition and trends that can be discerned for their quality when worn.

*Company names indicated in alphabet order

The Mitsubishi Electric Group, which will celebrate its 100th anniversary in 2021, will establish an event space "METoA Ginza." Designed by the interior design specialist Shigeru Kubota, the facility will provide a new style of communicating by holding hands-on events regularly.

Category	Brand/Company	Brand Logo	Brand/Store Description
Lifestyle	METoA Ginza /Mitsubishi Electric Corporation		The event space "METoA Ginza" offers visitors the chance to experience advances in the Mitsubishi Electric Group's technologies and services with the concept of "see, touch, and experience," rather than simply exhibiting products. Hands-on events will be held regularly to generate further excitement, and a café, specially customized elevators, large-scale displays, and other features will demonstrate the company's contribution to lifestyles and societies in contexts ranging from the household to outer space.

■ Tenants on medium to upper floors

The medium to upper floors are scheduled to have a rich variety of stores such as shops for fashion, clothing and lifestyle goods, and cafés. Tokyu Department Store, the anchor tenant on the medium floor, will open a brand new type of select store, offering a special select shop that has never before existed, which can only be found at this location.

Category	Brand/Company	Company	Concept
Fashion	New Category Select Store (tentative)	Tokyu Department Store Co., Ltd.	Utilizing the know-how accumulated to date, a new specialty store in a newly-developed fashion category will be opened as an anchor store in the middle floors. With an approximate 600-tsubo (nearly 2000 sq. m) scale, the store will propose new “adult fashion” with meticulously selected brands and items from both Japan and abroad by buyers’ ability to judge, and aim to create a unique specialty store which is to be admired and be empathized by people who enjoy fashion.

■ Tenants in refreshment and dining zone

Approximately 20 restaurants will open shop on the 10th and 11th floors, where a new “Refreshment & Dining Zone offering extensive varieties and the enjoyment of choosing” will be born in Ginza.

Opening there will be “The Apollo”, a charcoal grill restaurant in Sydney that will be debuting in Japan for the first time at the hands of Transit General Office Inc. representative Sadahiro Nakamura, who operates number of restaurants that are the talk of the town. A Japanese restaurant affiliated with “Shimogamo Saryo”, a long-established restaurant in Kyoto operated by television script writer Kundo Koyama, will also be opening as the facility aims to deliver information to the world on the diverse food culture that is the pride of Japan.

The facility is aimed to become a new “social venue for adults” in Ginza where people can experience the rich food culture of Japan and enjoy its authentic hospitality.

Category	Brand/Company	Image	Store Description
Restaurant	THE APOLLO /APOLLO JAPAN Co., Ltd.		The Apollo is a modern Greek restaurant from Sydney, Australia, and will arrive in Japan for the first time. Greek cuisine has been in the international highlight since designated as Intangible Cultural Heritage in 2010. The Apollo’s Greek cuisine with a modern touch has been said to be “making Sydney one of the world’s most exciting places to eat right now.” Enjoy dishes using olive oil, fresh vegetables and seafood, as well as char-grilled cooking.
	Shimogamo Saryo (tentative) /Shimogamasaryo Co		The Japanese-style Shimogamo Saryo of Kyoto has its roots in the light meals served in tea ceremonies and will open a new type of Japanese restaurant in Sukiya-bashi, Ginza. The concept is casual, yet with authentic cuisine created by chefs and a meticulously selected line-up of Japanese sake. This is scheduled to open in spring 2016. Japanese cuisine will be promoted to the world from Ginza.

To date, Tokyu Land Corporation has been involved in the development and operation of major development projects such as the “Futako Tamagawa Rise shopping center” (Setagaya-ku, Tokyo) and urban commercial facilities like “Tokyu Plaza Omotesando Harajuku” and “Q Plaza Harajuku” (Shibuya-ku, Tokyo), taking to heart its sentiments for “community building”. It will also be taking on a major project to redevelop the Shibuya Station area. In the “(Provisional Name) Ginza 5 Project”, set to open this coming spring, it will leverage the expertise that it has nurtured to date at the Sukiya-bashi Crossing in Ginza, a commercial area that represents Japan, and create a new destination for lifestyles that will serve as a gateway between Ginza and Japan, as well as between Japan and the world, and aim for the further vitalization of the district of Ginza.

■ Pre-opening site to be launched for “(Provisional Name) Ginza 5 Project”

A pre-opening site(<http://g5project.com/>) will be launched on September 14 to deliver information on the “(Provisional Name) Ginza 5 Project” ahead of its opening. In addition to offering the latest information on the facility, special content will be introduced in the pre-opening site, featuring appearances by famous “Connoisseurs” who are active in various fields such as fashion, food, and culture. Information is planned to be released by a wide array of guests from their diverse perspectives on topics such as the development concept “Creative Japan: The world becomes exciting from here”, “tradition and innovation”, and “Sukiyabashi, Ginza, and Tokyo ”.

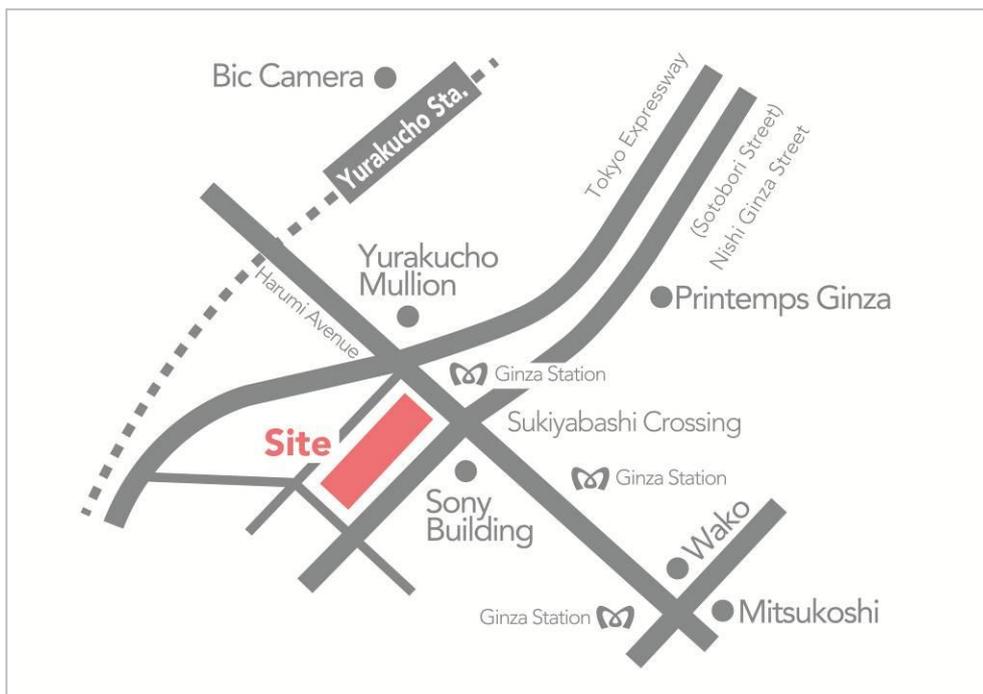


▲Image of Pre-opening site

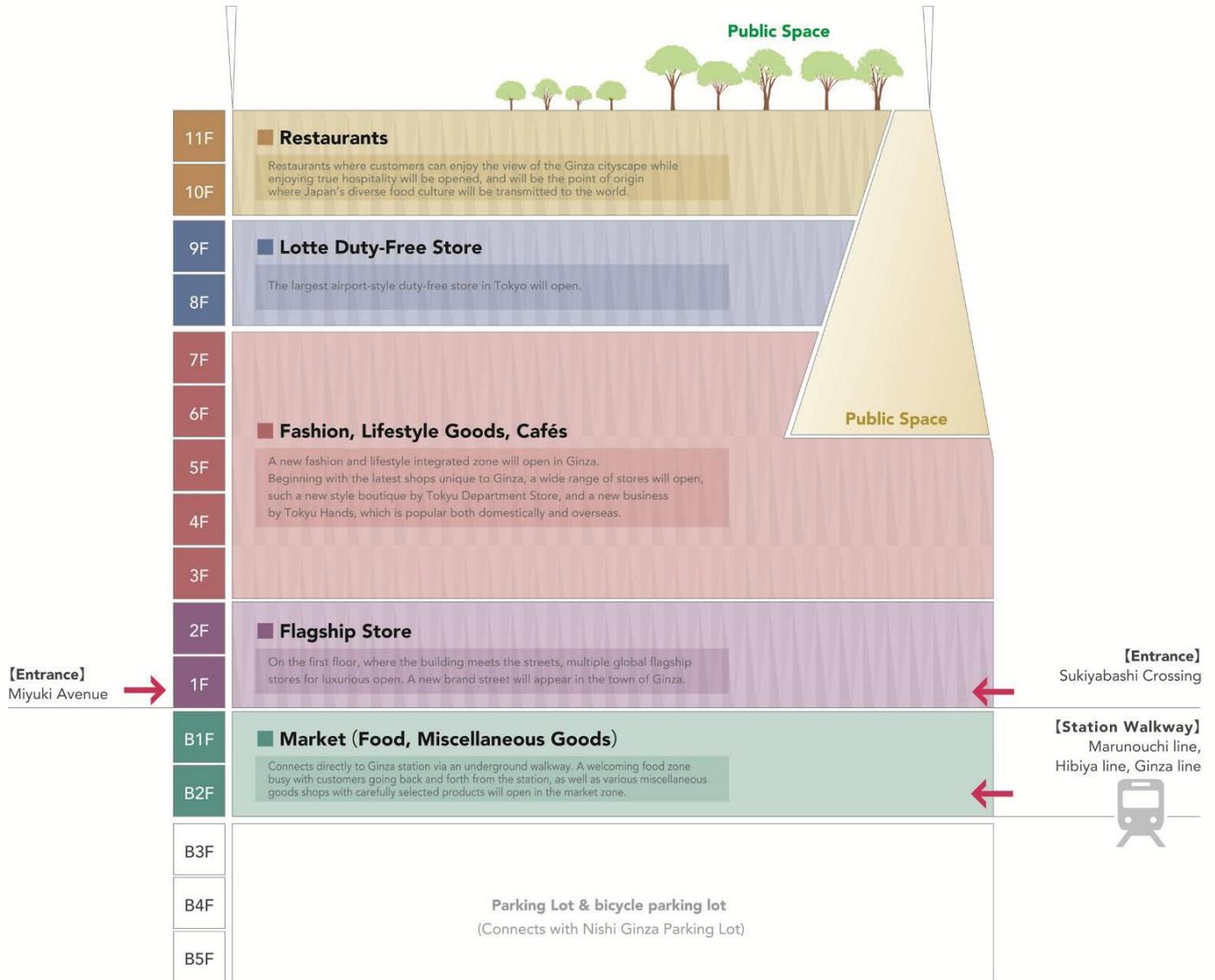
“(Provisional Name) Ginza 5 Project” Facility Summary

Location	Tokyo-to, Chuo-ku, Ginza 5-2-1
Access	Tokyo Metro Ginza Line, Marunouchi line, Hibiya line 1 minute walk from Ginza station C2 exit Tokyo Metro Hibiya line, Chiyoda line 2 minute walk from Hibiya station A1 exit Tokyo Metro Yurakucho line 2 minute walk from Yurakucho station A0 exit JR Yamanote line, Keihin-Tohoku line 4 minute walk from Yurakucho station, Ginza exit
Floors	B5 to 11F
Area	Lot size: 3,766.73 m ² , total floor area: Approximately 50,000 m ²
Construction	Steel, partial reinforced concrete construction, steel-framed reinforced concrete construction
Use	Stores (2 nd floor basement to 11 th floor), parking lot
Design, direction	Nikken Sekkei Ltd.
Construction	Shimizu Corporation
Market Design	Infix Design, Inc.
Opening	Planned for spring of 2016

■ Map



■ Floor Plan



<Contact Regarding the Project>
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