

## **Omotesando Hills to be Transformed in Large Spring Renovation**

41 new or remodeled shops, improved services mark complex's 10th anniversary

**Tokyo, February 9, 2016**—Mori Building, a leading urban developer, announced today that the cultural and commercial complex Omotesando Hills will undergo a large-scale renovation to commemorate the 10<sup>th</sup> anniversary of its opening. The renovation will cover nearly half of the commercial space, bringing in 33 new brands and remodeling or relocating eight current ones, as well as upgrading facilities and strengthening multilingual services to respond to increasing in-bound tourism. The project will begin on February 11<sup>th</sup> and complete in June.

The new shops include Japanese and international fashion brands with global appeal and more than half will be opening flagship stores, including a number of popular Japanese brands such as Maison MIHARA YASUHIRO, kolor BEACON, 1PIU1UGUALE3, Hirotaka Omotesando Hills, styling/, CLANE OMOTESANDO and quarant'otto. Six new cafés and restaurants will also open, including a Japanese flagship store for the popular Parisian patisserie Hugo & Victor. Twenty-three of the shops and restaurants will hold their grand openings on March 18th, and a press preview is scheduled for March 17th.

To commemorate the 10<sup>th</sup> anniversary, 40 stores and 10 restaurants at Omotesando Hills will offer special goods and menus starting March 4. Under the spring theme of "Time to Bloom," special offerings will feature cherry blossoms, Japan's beloved symbol of spring.



"Time to Bloom" special goods and menus

To better serve the rapidly increasing number of foreign tourists, Omotesando Hills will improve its foreign-language information services. The tourist information counter already provides English-speaking concierges at all times, but a multi-language touch panel information kiosk will be added from March 17 to offer services in English, Japanese, Chinese (Simplified/Traditional) and Korean. Additionally, a free local guidebook produced in cooperation with Laforet Harajuku and Tokyo Plaza Omotesando Harajuku will be offered from February. Information counters at Omotesando Hills have been certified by the Japan National Tourism Organization and Japan Tourism Agency as Category 2 facilities under the Tourist Information Center (TIC) program since last December.



Omotesando Hills Information Counter

Omotesando Hills' 250-meter-long exterior façade will get a facelift from renowned Japanese lighting designer Satoshi Uchihara. His design incorporates both glass and vertical LED lights, mirroring the trees along Omotesando Street and creating a sense of harmony with the city landscape.

Since its opening in 2006, Omotesando Hills has offered its distinct "Omotesando Hills Mode" style of high-end fashion, attracting discerning shoppers from around the world and serving as a hub for the latest information on fashion, culture, art and the environment.



Renovated exterior wall (image)

Over the years, Omotesando Hills has played a key role in reviving the Omotesando area. Omotesando Hills Director Tomohisa Hirota, for example, helped to lead the effort to restore the street's much-loved winter illumination after an 11-year hiatus. Also, as a main venue for VOGUE FASHION's NIGHT OUT, a city-wide shopping event, it has brought renewed energy to the fashion industry throughout Tokyo, including the Omotesando area.

Moving forward, the renewed facility will continue evolving as a nexus of Tokyo fashion for free-spirited individualists who love Omotesando Hills Mode.

### **About Mori Building**

## ***For Immediate Release***



Tokyo-based Mori Building Co., Ltd. creates groundbreaking concepts for urban living throughout Japan and the rest of Asia. As one of Japan's leading urban landscape developers, Mori Building engages in urban redevelopment, real estate leasing and management, and consultation for leisure complexes, offices and high-class residences. Two of its most noted developments are the Roppongi Hills complex in Tokyo and the Shanghai World Financial Center. Mori Building was established in 1959. Visit [www.mori.co.jp/en](http://www.mori.co.jp/en).

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Appendix: List of new stores/shops

**Fashion (opening date)**

<p>1PIU1UGUALE3</p>		<p>styling /</p>	<p><b>MM6</b> Maison Margiela PARIS</p>
<p>1PIU1UGUALE3 (Feb. 11)</p>	<p>emii (Mar. 1)</p>	<p>styling/ (Mar. 1)</p>	<p>MM6 Maison Margiela Omotesando (Mar. 18)</p>
<p><b>kolor / BEACON</b></p>			 <p>GIUSEPPE ZANOTTI DESIGN</p>
<p>kolor BEACON (Mar. 18)</p>	<p>quarant' otto (Mar. 18)</p>	<p>CLANE OMOTESANDO (Mar. 18)</p>	<p>GIUSEPPE ZANOTTI DESIGN OMOTESANDO HILLS (Mar. 18)</p>
		<p><b>BALMAIN</b> PARIS</p>	
<p>Sergio Rossi (Mar. 18)</p>	<p>Bark Omotesando Hills (Mar. 18)</p>	<p>BALMAIN OMOTESANDO HILLS (Mar. 18)</p>	<p>Hiroataka Omotesando Hills (Mar. 18)</p>
<p><b>FACETASM</b></p>	<p><b>BOUCHERON</b> PARIS</p>	<p><b>BRIEFING</b></p>	
<p>FACETASM (Mar. 18)</p>	<p>BOUCHERON OMOTESANDO (Mar. 18)</p>	<p>BRIEFING POPUP STORE (Mar. 18)</p>	<p>HELEN KAMINSKI (Mar. 18)</p>
	<p><b>Y-3</b> adidas   YOHJI YAMAMOTO</p>		<p><b>VALENTINO</b></p>
<p>Maison MIHARA YASUHIRO (Mar. 18)</p>	<p>Y-3 (Mar. 18)</p>	<p>PICSUSS THE STORE OMOTESANDO (Mar. 18)</p>	<p>Valentino Omotesando (June)</p>

**Lifestyle and Beauty (opening date)**

			
<p>DILIGENCE PARLOUR (Mar. 18)</p>	<p>The Organic Pharmacy (Mar. 18)</p>	<p>MEDICOM TOY PLUS (Mar. 18)</p>	<p>Davines (Apr. 22)</p>
			
<p>JO MALONE LONDON (Apr. or May)</p>			

**Café & Restaurant (Date of opening)**

			
<p>Spätzle CAFE&amp;WINE (Mar. 18)</p>	<p>KAGEYAMA-Rou (Apr. 22)</p>	<p>37 Roast Beef (Apr. 22)</p>	<p>Tsukiji Tamazushi (Apr. 22)</p>
			
<p>bar à vin PARTAGER (Apr. 22)</p>	<p>Hugo &amp; Victor (Apr. 22)</p>		