

2021



Honors

*3 attractive points on which Japanese
luxury brands are evaluated*

**[REAL SHOPPING EXPERIENCE]
INTRODUCING TRENDS IN
POPULAR SHOPPING SPOTS
THROUGHOUT TOKYO**



WHAT IS THE MOST POPULAR SHOPPING SPOT IN TOKYO? THE FEATURES OF SHINJUKU, SHIBUYA, OMOTESANDO & HARAJUKU, GINZA, AND ROPPONGI

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Needless to say, Tokyo is the real capital of Japan, and there are many shopping spots for such an economic and cultural center. The most popular areas are Shinjuku, Shibuya, Omotesando & Harajuku, Ginza, and Roppongi, but each has different trends.

WHAT IS THE MOST POPULAR SHOPPING SPOT IN TOKYO?

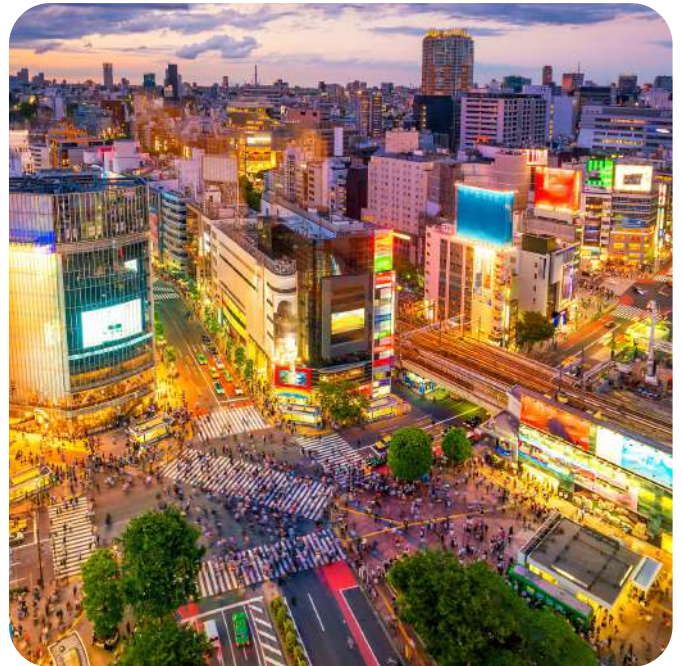


Shinjuku

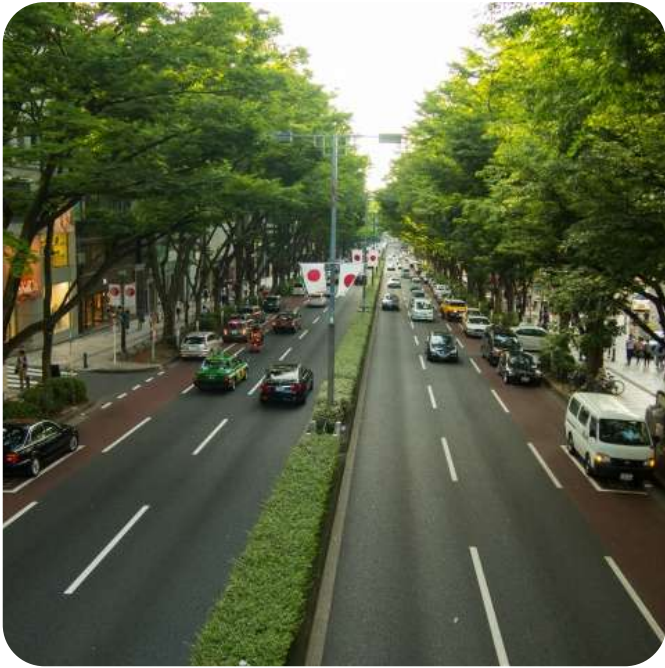
Shinjuku is a lively city centered around a world-class terminal station, making it a busy area both day and night due to the mixture of downtown and office districts, it is also one of the three major areas along with Shibuya and Ikebukuro. It is considered to be one of Tokyo's subcenters. Luxury brand roadside stores center themselves around a reopened historic department store, while station buildings dealing with fast fashion, consumer electronics mass retailers, restaurants, etc. also prosper, with little regard to a person's age, gender, or nationality. It is possible to shop according to the needs of many people.

Shibuya

Shibuya, which has established itself as a city for young people, is an area that is crowded with students in their teens and 20's every day, centering around a scrambled intersection, which is famous for being the busiest in the world. Shibuya 109, a symbol for the city, is lined with popular apparel brands, also known as the Marukyu brands, and is the epicenter of youth fashion trends. In recent years, not only young people, but also adult women, have opened their own commercial facilities, that way you can enjoy shopping with primary regard to fashion and lifestyle.



WHAT IS THE MOST POPULAR SHOPPING SPOT IN TOKYO?



Omotesando & Harajuku

From high-end brand roadside stores, such as the main street from the Meiji Shrine Complex, Kotto, and Aoyama Streets to highly sensitive commercial facilities, fashionable, small cafes and general merchandise stores, Omotesando / Harajuku has become centered around shopping streets that hold a variety of stores. It has a strong image as a fashionable youth town and is a source for cutting-edge youth culture, thus making it also a popular area for overseas tourists. At Takeshita Street, you can enjoy trendy gourmet food that is popular among students, while Omotesando, you can enjoy shopping for highly sensitive brands for adults. It has become so attractive that its atmosphere can vary greatly depending on what street you are on.

Ginza

Ginza is characterized by its elegant and luxurious cityscape, its streets lined with long-established department stores and high-brand roadside stores. Surrounded by many stations and easily accessible to visitors, many people come in search of gorgeous brand-name products. Although it is an area with a history and tradition that is steeped in fashion crazes since ancient times, the city is still evolving with the opening of one famous brand's flagship store. Duty-free shops and fast fashion stores, which have been opening one after another in recent years, are also expanding shopping demand throughout Ginza, such as with overseas travelers and young shoppers. There is also data showing its retail store selling prices to be the highest in Japan, so it can be said that it is quite the city for commerce.



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Roppongi

Roppongi is an area with a gorgeous image, centered on business districts and downtown areas, with embassies from various countries and high-class tower condominiums all lined up in a sophisticated manner. In addition to a famous, large-scale commercial facility that has many shops and observatories, making it enjoyable for various reasons, cultural facilities such as museums and restaurants are also made available, thus making it popular not only for shopping but also as a tourist spot. Roppongi is recommended not just for its luxury brands, but for its fashion brand market as well, alongside the latest, good quality sweets it has to offer, and its ability to incorporate trends at an affordable price range.

One of the attractions of Tokyo is that its atmosphere and shopping trends differ, depending on which area you reside. So why not enjoy shopping at the spot that suits your needs, now being made aware of each one's characteristics? When in doubt, please refer to these notes.

3 ATTRACTIVE POINTS ON WHICH JAPANESE LUXURY BRANDS ARE EVALUATED

THE ULTIMATE FASHION GUIDE FOR A SOPHISTICATED STYLE



Real Shopping Experience

LAYER YOUR
CLOTHES LIKE
A PRO- 3

Japanese luxury brands and unique designs are attracting a lot of attention from foreigners. But what exactly is the appeal of Japanese luxury brands? This time, we will focus on the three points below, such as Japanese design, original technology, and craftsmanship, to explore the appeal of Japanese luxury brands. If you are considering traveling or shopping in Japan, please refer to what we have to say.

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Japanese design
Proprietary technology
Craftsman's commitment

This Month's Style Spotlight

Japanese design

First of all, the biggest attraction of Japanese luxury brands is their Japanese design. The "Japanese" style that has been passed down through many generations in Japan is a design unique to their country that cannot be seen overseas. Nowadays, the Japanese style is presented at Paris Fashion Week, and there are many cases where artists who work on overseas luxury brands adopt it. The Japanese design is also valid for global high-end brands.

"Wabi-Sabi" can be mentioned as a concrete example of this design. To briefly explain wabi-sabi, it is the aesthetic sense peculiar to Japan that sees fragility as a beautiful trait. This is a representation of the Japanese style, which is said to be "simple yet sophisticated". There is also an example in which a design with the theme of wabi-sabi was unveiled at Paris Fashion Week. Thus, Japanese design is now at the forefront of the fashion industry and is attracting attention as a "cool, Japanese style".

Luxury brand logo T-shirts are evaluated as having a simpler design than wabi-sabi. In fact, the logo T-shirt itself is a kind of design peculiar to Japan. Although simple in appearance, it actually expresses a sophisticated graphic by adding one point with the shirt's logo. Ultimately, high-brand T-shirts are very popular among global consumers because they can make your private life feel stylish.

3 ATTRACTIVE POINTS ON WHICH JAPANESE LUXURY BRANDS ARE EVALUATED



PROPRIETARY TECHNOLOGY

Japan's unique technology is also a point of interest for really global consumers. In particular, techniques that have been handed down since ancient times, such as indigo dyeing and ink dyeing, are highly evaluated. It seems that there are many global consumers who are particular about Japanese brands, even when the latter is priced highly, because the colors are so unique to Japan that they cannot be produced overseas. By combining ancient techniques with contemporary modes, it can transform Japanese design into cutting-edge fashion that better suits the modern man.

In addition to color shades, the phrase "made in japan" is also a point of interest for Japanese fabric and textile technology. Japanese fabrics and textiles are in high demand from overseas and are used by various brands. Of course, we are particular about quality, but many Japanese fabric manufacturers attach great importance to consideration for the environment. By developing fabrics using high-quality but ecological materials, both high quality and environmental friendliness have been achieved.

The appeal of Japanese luxury brands is that they realize both the colors unique to Japan that make use of ancient technology and the fabrics and fibers that make use of more cutting-edge technology.



CRAFTSMAN'S COMMITMENT

It is the commitment of Japanese craftsmen that they be highly evaluated overseas not only in fashion but also in cooking and art. Japanese craftsmen with a strong image of diligence and seriousness have spent a long time honing their skills and establishing craftsmanship that cannot be imitated in other countries. As a result, Japanese fashion has become world-class. The delicate technique that is particular about the details peculiar to Japanese people is also utilized in the design of luxury brands.



In addition to design, many craftsmen also focus on comfort. We are particular about fabrics and fibers and realizing higher quality Japanese design. That is why many Japanese luxury brand products can be used habitually for long periods of time, and many people feel that it is worth paying a high price. In fact, there are many Japanese luxury brand products that can be used for up to several decades if they are regularly maintained.

Japanese luxury brands are highly evaluated because the craftsmen who are particular about the details implement the purely Japanese design while also making the best use of their own equipment. The simple yet sophisticated design is easy for global consumers to use, and it is a popular secret that it can be used for a long time. If you have a chance to actually pick up a luxury brand while traveling in Japan, please check out the designs and technology that are unique to Japan.

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