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## Luxury flocks to upscale shopping destination Ginza Six

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*Rendering of the interior of Ginza Six*

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By STAFF REPORTS

Luxury brands such as Christian Dior and Saint Laurent will operate stores in the new Ginza Six mixed-use development project located in upscale neighborhood Ginza, Tokyo.

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Ginza Six will become a must-visit shopping destination in Ginza, which already counts a number of high-end flagships on its high streets. The project was developed in a joint venture between J. Front Retailing, Mori Building, Sumitomo Corp. and L. Catterton Real Estate, the latter of which is a development firm established by Catterton, LVMH and Groupe Arnault ([see story](#)).

Ginza or bust

Situated on Ginza's Chuo Dori Avenue, Ginza Six was designed by architect Yoshio Taniguchi. The building recalls the image of "noren," traditional Japanese eaves and shop curtains which are associated with welcoming.

The Ginza Six central atrium is decorated by an exclusive installation by avant-garde artist Yayoi Kusama who created a series of hanging polka-dot pumpkins for the opening, on view for the next six months. Ms. Kusama, known for her signature dot style, will also have a pop-up shop at Ginza Six.



*Yayoi Kusama's Pumpkin installation at Ginza Six, rendering*

When Ginza Six opens its doors on April 20 the property will become Ginza's largest retail facility. Ginza Six will offer discerning Japanese and international consumers a collection of 241 high-end brands in total, including the aforementioned shops operated by Dior and Saint Laurent.

More than 120 of the 241 boutiques located in Ginza Six are flagship stores.

Dior's boutique, for example, its largest in all of Japan, will serve as an Ginza Six anchor store and act as the brand's flagship. Ground floor shops, with street entrances, will also be operated by Estee Lauder-owned Le Labo, Fendi, Valentino, Van Cleef & Arpels, Saint Laurent and Celine.

The ground floor's interior corridor will house Jaeger-LeCoultre, Chopard and Rolex boutiques.



*Ginza Six is found at the former location of the Matsuzakaya Ginza department store*

Levels 2 through 5 are dedicated to fashion and lifestyle brands such as Kenzo, Alexander McQueen, Marni, Jimmy Choo, Alexander Wang, Moschino and many others.

Ginza Six's sixth level houses cafes, a food hall and book shops while the roof offers the Ginza area's largest rooftop area, which will be open to the public. Levels 7 to 12 was developed as office space.

To promote the Ginza Six shopping center, LVMH-owned Nowness filmed a 5 minute documentary-style film recounting the design process and giving behind-the-scenes look at the space's development.

*Ginza Six, a film by Nowness*