

APPAREL AND ACCESSORIES

Belstaff strengthens Japanese retail presence with Ginza Six opening

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Belstaff's Stonington coat

By STAFF REPORTS

British apparel and accessories brand Belstaff is furthering its goal to increase its store footprint in Japan by opening a boutique in Tokyo's most talked about new retail space.

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On April 20, Belstaff will open its first flagship boutique in Tokyo, selecting the cutting edge Ginza Six development as its location. Belstaff entered the Japanese market just last year with retail spaces in department stores Matsuzakaya Nagoya and Isetan Tokyo as well as a shop in Kobe.

Retail focus

Belstaff's Ginza Six flagship will offer an exclusive Ginza Capsule collection. The Belstaff Ginza Capsule includes light weight pieces and the brand's first eyewear collection, hand-made with Japanese materials.

The 1,076-square foot point of sale will become the brand's second largest retail space in Asia, after Belstaff's boutique in Macau. The opening is the Belstaff's largest retail launch since its flagship on London's New Bond Street, which signifies the importance of the Japanese market.

"Ginza Six, our fourth opening in Japan, shows out fast and strategic expansion in this important market," said Gavin Haig, CEO of Belstaff in a statement. "The Japanese influence on fashion and style can be felt globally, which is why we selected this great country as a key pillar market for Belstaff.

"The Japanese appreciation and appetite for modern heritage is key to our success here," he said. "We are also a brand that continues to innovate, with functionality as important as style.

"Our successful launch of the ongoing partnership with Sophnet, showcased a more street style influenced collection, which is synonymous with Tokyo, and was well received all over the world."



Belstaff's Rivington hooded parka will be among the women's apparel available at the Ginza Six flagship

"The first launch of our women's business in Japan is at Ginza Six, with ambassador Liv Tyler attending and representing our modern Belstaff woman," Mr. Haig said.

"Ginza Six epitomizes the new luxury by offering shoppers an experience of the highest quality. We are thrilled to be part of this historic opening, an important milestone in the brand's 93 year history."

Belstaff joins 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.

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](#)).

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