

APPAREL AND ACCESSORIES

Moynat touts leather goods savoir-faire at Ginza Six boutique

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Moynat's Ginza Six-exclusive Mini Rjane were inspired by spring in Japan

By STAFF REPORTS

French accessories maker Moynat has selected Tokyo's Ginza Six as the ideal location for its first monobrand boutique in the Japanese market.

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Prior to its opening at Ginza Six, a mixed-use shopping center in the upscale neighborhood of Ginza, Moynat only had a department store presence in the Japanese market through partnerships with Isetan Shinjuku and Seibu Ikebukuro. An impressive number of luxury houses have turned to Ginza Six to open regional flagships ([see story](#)).

Japan in spring

Moynat's "maison de vente" was designed by Tokyo-based architectural and graphic design firm Curiosity. Moynat works exclusively with Curiosity to design its boutiques and shop-in-shop galleries.

The French brand structures its store designs on its founder Pauline Moynat, who designed the store interior for her leather goods and trunks. Ms. Moynat opened her shop in 1869 on 1 Avenue de l'Opera, then the center of the trunk-makers' district in Paris.

Moynat's Ginza Six boutique will sell women's and men's leather goods and accessories including trunks and textiles such as scarves. Consumers can also have goods personalized through Moynat's hand-painting service and order made-to-measure trunks and handbags.



Mood board created for Moynat's store at Ginza Six

To celebrate the opening, Moynat has revived the French handcraft of leather marquetry.

The skill requires an artisan to manually cut and insert pieces of leather to create the designer design motif. Similar to pieces of a puzzle the separate pieces fit together so perfectly that it is hard to tell, by sight or touch, that the finished motif is not a single unit.

Creative director Ramesh Nair created a "Limousine car" motif to mark the occasion and demonstrate Moynat's savoir faire. The vintage limousine motif has been included on a taurillon gex leather document holder.

Additional marquetry motifs including cats, dogs and paws have been applied to passport holders, notebook covers, pouches and keychains. The pieces will be exclusive to Moynat at Ginza Six.



Moynat's Limousine car document case is exclusive to Ginza Six

Moynat has also created a special-edition Mini Rjane handbag for the Ginza Six opening. Drawing inspiration from Japan's springtime beauty, the handbags have been designed in alligator leathers in colors that pay homage to the Sakura flower.

The Japan in spring-inspired Mini Rjane colors green, blue and pink.

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