

APPAREL AND ACCESSORIES

## Belstaff keeps sights on Japan with latest store debut

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*Belstaff's Hankyu Men's Tokyo shop. Image credit: Belstaff*

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By STAFF REPORTS

British apparel maker Belstaff has opened five retail locations in Japan in just more than a year.

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The latest opening is found in the high-end Hankyu Men's Tokyo boutique. In total, Belstaff has 17 store operations within the Japanese market, mainly shop-in-shop placements via local retail partnerships.

**Establishing a presence**

At its new shop at Hankyu Men's Tokyo, Belstaff will retail a collection of its men's leather jackets, shoes and accessories.

Belstaff entered the Japanese market in 2016 with retail spaces in department stores Matsuzakaya Nagoya and Isetan Tokyo as well as a shop in Kobe.

On April 20, Belstaff opened its first flagship boutique in Tokyo, selecting the cutting edge Ginza Six development as its location.



*Belstaff's Ravenswood jacket. Image credit: Belstaff*

In regard to its Ginza Six opening, Belstaff CEO Gavin Haig said, "Ginza Six, our fourth opening in Japan, shows our fast and strategic expansion in this important market.

"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," he said ([see story](#)).

Belstaff also has a retail presence in Seoul, South Korea and Macau. Outside of Asia, the British leather goods brand has shops in London, Manchester, Britain, Glasgow, Scotland, New York and Munich, Germany.

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