

TRAVEL AND HOSPITALITY

Bulgari Hotels unveils plans for Tokyo property

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Rendering of the Yaesu 2-Chome North District Category-I Urban Redevelopment Project. Image credit: Mitsui Fudosan

By STAFF REPORTS

Italy's Bulgari is bringing its hospitality brand to Japan with the upcoming opening of a Tokyo hotel.

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Bulgari Hotels is partnering with real estate company Mitsui Fudosan Co., Ltd. to open a property in a mixed-use development near Tokyo Station. Recently, the hotel chain has been expanding its footprint around the world, with developments slated to open in Shanghai, Moscow and Paris in the next few years ([see story](#)).

Tokyo travel

The Bulgari Hotel Tokyo, slated to open in 2022, will be the brand's first in Japan.

Located within the Yaesu 2-Chome North District Category-I Urban Redevelopment Project, the property will be situated in the top seven floors of a tower in the complex. Lower floors in the building will feature offices and retail space.

The development is near tourist destinations such as the Imperial Palace. It is also within walking distance to the Ginza and Nihombashi shopping areas.

Bulgari's hotel will also be located conveniently for business travel, with the city's financial districts in close proximity.

The 98 guest rooms in the hotel include twin and double rooms, suites and a Bulgari suite.

A 16,000-square-foot spa will offer treatments, therapies, grooming services, a fitness center and pool.



Rendering of Bulgari Hotel Tokyo. Image credit: Bulgari Hotels

Creating a consistency, elements of other Bulgari Hotels will be brought to Tokyo, such as an outdoor terrace, a fireplace lounge, Il Bar and Il Ristorante. As with all of Bulgari Hotels' other properties, the Tokyo hotel will be designed by architects from Italy's Antonio Citterio Patricia Viel.

"We are extremely proud to be able to announce the Bulgari Hotel in Tokyo, as it will be another important step for the Bulgari Hotels & Resorts project," said Jean Christophe Babin, CEO of Bulgari, in a statement. "Japan is such a strategic market where Bulgari as a brand has been present for 30 years.

"Jewelry and hospitality combine perfectly to meet Bulgari's clients' expectations of a high level of service not only in our brand stores, but also when staying in our extraordinary properties offering luxury services in an environment which reflects the Bulgari spirit," he said. "In addition, we are particularly honored to partner on this extremely exciting project with Mitsui Fudosan, one of the leading Japanese companies in real estate, while our uncompromising Italian contemporary style in hospitality will create a welcome addition and irresistible experience in the upscale Japanese hotel market."