

APPAREL AND ACCESSORIES

Kering opens headquarters in Tokyo's leading shopping district

October 14, 2020



Kering's headquarters in Tokyo. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has opened a new headquarters in Tokyo, as the group reaffirms its commitment to the luxury market in Japan.

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Kering acquired the building, located in Tokyo's Omotesando district, in 2019. Along with office space, future plans for the building include a flagship boutique for one of Kering's fashion labels.

"We are very proud of our new headquarters in Japan, a historic and strategic country for the Group and its Houses," said Francois-Henri Pinault, chairman and CEO of Kering, in a statement. "We want this place to be more than offices.

"Reflecting who we are as a luxury Group, this unique building is a place for creativity," he said. "Here, in this iconic building, we hope not only to welcome our visitors, but also to create a spirit of inspiration, audacity and innovation, and to showcase both our vision and our expertise."

Kering in Tokyo

The building Kering now calls its home in Tokyo was designed by Japanese architect Toyo Ito in 2004. It was formerly the home of an Italian luxury brand.

Architect Fara Taraie designed the refreshed interior, which includes four floors devoted to office space. Natural and recycled materials are used throughout, in light of Kering's sustainability practices.

There is a dedicated event space on the sixth floor, and a tranquil rooftop terrace on the seventh.

In 2021, Italian fashion label Bottega Veneta will open a new flagship, designed by creative director Daniel Lee, on the first three floors of the Kering building.



Alexander McQueen boutique in Tokyo.

Kering labels including Alexander McQueen, Gucci, Saint Laurent and Boucheron already have retail presences on the main avenue of Omotesando, and will be joined by Balenciaga this November.

Elsewhere in Asia, Kering has recently signed a multi-city, multi-mall, multi-brand agreement with Hang Lung, one of the main Chinese property developers.

Such confidence stems from a switch in Chinese spending on luxury goods due to moves within the last year by China's government to lower import duties and taxes on luxury goods. These official moves were meant to shift luxury spending to the domestic market ([see story](#)).

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