Loewe reopens craft-centric concept store in Tokyo

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By LUXURY DAILY NEWS SERVICE

One year after closing for renovations, Spanish fashion label Loewe is welcoming guests back to a key site of commerce.

Casa Loewe Omotesando reopened in Tokyo on Nov. 11 during an ongoing anniversary celebration, one that acknowledges the company’s arrival in Japan 50 years ago. The craft-centric concept spans three floors and is 5,016 square feet in size, now rendering the redesigned boutique the brand’s biggest in the country.

Getting in on ground floor

Opening its doors in 2004, the capital city location was the brand’s first bricks-and-mortar stop to feature creative director Jonathan Anderson’s remodeled vision.

The store’s concept, the Casa Loewe approach asks the question, “What if this boutique belonged to an art collector?” and decorates accordingly, positioning creative works throughout was initially installed there in 2014.

Nearly a decade later, the space has just received another update.

A look inside Loewe’s latest opening

The latest Loewe shop to open houses women’s ready-to-wear and accessories on the main level, with men’s collections stationed on the floor above and a special set-up on the lowest level.

The bottommost floor’s Loewe ReCraft setup is the city’s first and the second one in the world. Premiering in Osaka earlier this year (see story), the custom entry allows customers to have their artisan leather goods repaired and maintained on-site.

The sustainable services that Casa Loewe Omotesando offers are complemented by the overall store design, which is said to be “defined by a profound relationship with nature.”

Both a silver facade and handmade wall tiles of the same shade reflect surrounding light sources, bringing the colors of the district’s Zelkova trees lining Omotesando Avenue in-store, connecting the Casa to the community.
Floor-to-ceiling windows add to the light-reflecting effect, while a staircase sits in the midst of it all. Art also uplifts the floor plan, as sculptures by Japanese bamboo artist Tanabe Chikuunsai IV and a botanical installation by Tokyo-based studio Tsubaki add plant life to the mix.

A selection of stone and clay works by Spanish painter Pablo Picasso, as well as British potters Lucie Rie and Bernard Leach, can be found here as well, placed alongside curated furniture and light sculptures.

The spring/summer 2024 pre-collection enjoys an early launch at Casa Loewe Omotesando, days ahead of a larger global release on Nov. 16 (see story).