

The Second Hotel in the Mitsui Fudosan Group's New Hotel Brand THE CELESTINE HOTELS
HOTEL THE CELESTINE GINZA to Open on Thursday, October 5, 2017
A Destination-style Hotel Where the Hotel Stay Itself Becomes a Purpose of Travel

Tokyo, Japan, September 26, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today that the two companies will open HOTEL THE CELESTINE GINZA on Thursday, October 5, 2017.

THE CELESTINE HOTELS is a new hotel brand that aims to be a destination-style hotel where the hotel stay itself becomes a purpose of travel. HOTEL THE CELESTINE GINZA will open as the second THE CELESTINE HOTELS facility following the opening of HOTEL THE CELESTINE KYOTO GION on September 7, 2017.

The Mitsui Fudosan Group already operates two hotels in the Ginza area, specifically Mitsui Garden Hotel Ginza Premier and Millennium Mitsui Garden Hotel Tokyo, both of which are lodging-focused hotels in the upper-middle segment. With the opening of HOTEL THE CELESTINE GINZA in the high-class segment, the Mitsui Fudosan Group will operate three hotels in the Ginza area with a total of 794 guest rooms.

HOTEL THE CELESTINE GINZA is situated along Sotobori Dori Avenue, one of the main streets of Ginza, a leading commercial district in Japan. The hotel will be opened in a highly prominent street corner location.

Guided by the development concept of an "Elegance and Quietude," the hotel building has 14 floors in total, comprising a lobby on the first floor and guest rooms on 12 floors, as well as a restaurant on the 14th floor. The interior of the hotel has been developed as an elegant yet relaxed space, with a simple design marked by a carefully choreographed display of light and shadow, centered on a glass art wall accented with an uneven surfaces in the lobby. The guest rooms feature a spacious interior with a ceiling height (on the window side) of approximately 3.1 meters and a tall window made possible by a full-height sash stretching from floor to ceiling without columns or beams. This will enable guests to enjoy abundant natural light and stunning views from their rooms.

GINZA CASITA, a fine dining restaurant operated by Sunny Table Ltd., will open on the top floor of the hotel. It will be a branch of the Casita restaurants, which have continuously captivated a loyal following of enthusiasts at locations in Aoyama, Azabu-juban and elsewhere. GINZA CASITA will embody "personalized hospitality," the brand concept envisioned by the hotel. For dinner, it will serve Italian cuisine centered on seafood dishes.

As one of the main features of the hotel's services, and as an initiative that takes full advantage of the hotel's location in Ginza, the hotel will provide a range of exclusive services for its overseas guests in collaboration with the Mitsukoshi Ginza Store. These services will include a shopping attendant reservation service and an experience of trying on Japanese wedding attire, in addition to delivery of products purchased at Mitsukoshi Ginza Store to the hotel.

HOTEL THE CELESTINE GINZA aims to be a destination-style hotel. Accordingly, the hotel will practice Japan's unique, thoughtful approach to hospitality, along with providing relaxing spaces that evoke the feeling of a second private residence, and accommodation experiences that capture the essence of the locality like no other.



Exterior of HOTEL THE CELESTINE GINZA



Guest room (CELESTINE twin)

Overview of HOTEL THE CELESTINE GINZA

1. Location

The hotel will face Sotobori Dori Avenue, one of the main streets of Ginza, a leading commercial district in Japan. With a street corner location visible from three main directions, the hotel will open on a site that will easily catch the eyes of passersby in the heart of Ginza. There is a large concentration of restaurants, high-street brand boutiques, precious metals dealers and other merchants in the surrounding area. It is a location that evokes the history, tradition, culture and progressive flair of Ginza.

The hotel will offer superb access to various railways, including the JR Yamanote Line and Tokyo Metro Ginza Line.

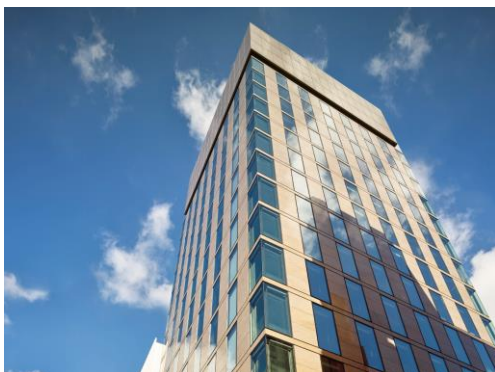
2. Development Concept

Aspiring to Be a Hotel that Stands the Test of Time

Based on the concept of “architecture that stands the test of time,” Mitsui Fudosan and a team of seasoned designers with strong international track records designed the hotel as a landmark building representing Ginza’s century-long history. NIKKEN SEKKEI Ltd. was tasked with the design of the exterior of the building. To create exterior walls befitting the elegance and refinement of Ginza, NIKKEN SEKKEI adopted a design that appears as if the hotel were chiseled out of a single slab of stone and polished to perfection. The building has adopted a seismic base isolation structure utilizing the basement frame of the former building. By positioning columns and elevators in the central core of the building, and arranging guest rooms around the central core, the guest rooms were made free of columns and beams, allowing the use of full-height window sashes. The tall windows stretching from the floor to a ceiling height (window side) of approximately 3.1 m enable guests to enjoy abundant natural light and stunning views from their rooms.

Elegance and Quietude

Even while situated in the heart of the Ginza shopping district, the hotel has a dignified stature, and from the moment guests enter the hotel, they feel a world apart from the din and clamor of the city. This motif of “Elegance and Quietude” has been embraced as the concept of the hotel. The interior design of the hotel was undertaken by Hirsch Bedner Associates, which has been involved in the design of luxury hotels worldwide. The interior design places great importance on high-quality materials befitting the hotel’s location in Ginza, and uses the display of light and shadow created by several sources of gentle lighting to create an extraordinary interior ambience and cozy and relaxing spaces evocative of private living rooms.



Exterior of HOTEL THE CELESTINE GINZA



Foyer

3. Facility details

(1) Entrance

A doorman stands ready at the hotel’s serene entrance to welcome guests returning from the bustling Ginza district. The hotel’s main door was designed to be imposing and large, adorned with a bronze, rough finish to evoke the effect of completely separating the hotel’s luxurious interior from the hustle and bustle of Ginza’s streets.



Entrance

(2) First floor: Lobby, foyer, elevator hall, concierge desk

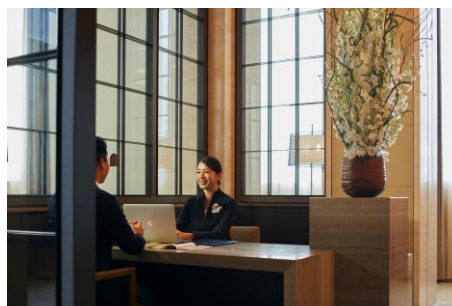
Spreading out before the eyes of guests upon entering the hotel is an art wall that projects flair and depth by displaying light and shadow using glass panes and foil of various sizes. Design elements that accentuate the lobby's approximately 6.5 m tall ceiling have been incorporated to lend an even more spacious feel to the lobby area. In addition, sofas and tables have been arranged in several places in the foyer, so that guests can spend a few peaceful moments when meeting people and for other occasions. Floral decorations crafted by SAINT JORDI FLOWERS THE DECORATOR make use of seasonal flowers and branches, allowing guests to enjoy Japan's rich sensitivity to the changing seasons and creating interiors that evoke the feeling of a second private residence.

Background music and indoor fragrances have been carefully planned to ensure comfortable spaces for guests. Original background music based on different themes for day and night is chosen to create ambiances that fit the time of day. In terms of indoor fragrances, a clear scent of floral herbs gently fills the lobby floor.

The concierge desk will assist guests during their stay at the hotel mainly by providing information on sightseeing spots, arranging various tickets and making restaurant reservations.



Lobby (check-in counter)



Concierge desk



Art wall



Elevator hall

(3) Restaurant and Bar GINZA CASITA

The Casita restaurants, which embody the personalized hospitality envisioned as the brand concept of the hotel, will open GINZA CASITA on the top floor. The Casita restaurants have continued to captivate a loyal following of enthusiasts at locations in Aoyama, Azabu-juban and elsewhere. GINZA CASITA is a restaurant that has the feel of a “hideaway” for the most discerning guests, imparting the “private style” envisioned as the brand concept of the hotel.

Based on the theme of “serving breakfasts that guests would really love to eat in the morning,” GINZA CASITA has devised a breakfast menu with carefully chosen items such as an American-style breakfast and a Japanese-style *teishoku* (set meal). In addition, the restaurant will be open until noon so that guests can enjoy a late breakfast without feeling rushed. For dinner, GINZA CASITA will provide a wide-ranging à la carte selection centered on Italian cuisine specializing in seafood. It will also offer special courses for entertaining special guests as well as birthdays and anniversaries. Dinner will be served from 5:00 p.m. to 2:00 a.m.

[Hours of operation] Breakfast 6:30-12:00
 Dinner/Bar Weekdays, Saturdays and days before public holidays 17:00-26:00
 Sundays and public holidays 17:00-24:00

* Last orders for all courses at 21:00. Thereafter, only á la carte dishes will be served.

[Seating capacity] 50 seats * Private rooms available (up to 8 seats)

[Reservations] URL : <http://www.casita.jp/>

TEL : 03-5537-3535

[Menu (excerpt)]

Breakfast menu * Tax included

◆American breakfast ¥3,240

- Juice
- Freshly baked bread from Maison Kayser
- Confiture
- Fruit
- 有 Bagna cáuda with organic vegetables
- Combination plate (choose one of any three below)
 - A: Scrambled egg
Skillet-grilled Italian sausage made from Iwate-grown pork
Potato rösti with mushroom
 - B: Boiled egg
Roman-style braised oxtail “vaccinara”
Corn polenta
 - C: Fried egg
Grilled brianzetta ham
Oven baked tomatoes and mozzarella
- Coffee or tea

Dinner menu * Tax included and service fee separate

◆Course Menu ¥10,800

- Lobster panna cotta
- Three chilled appetizers
 - Swordfish carpaccio
 - Piedmont-style paprika
 - Thinly sliced roasted veal with tuna sauce
- Crab taglierini
- Scale-grilled tilefish, Liguria-style inshore fish with soup
- Or,
- Grilled Angus beef filet served with frico
- Dessert prepared by pastry chef
- Coffee or tea

◆á la carte menu

- Carpaccio DENTICE (wild red sea bream) ¥2,808
- Pasta FREGULA (fregula) ¥3,888
- CAPPONE (red gumard in acqua pazza) ¥4,320



「GINZA CASITA」

(4) Guest Rooms

The hotel will have a total of 104 guest rooms centered on superior double rooms, featuring a spacious interior using a full-height sash window extending from the floor to the ceiling. The rooms will be accented with a fabric that has a green color tone to evoke tranquility and traditional Japanese aesthetics. The design achieves both an “extraordinary” ambience that highlights special moments in guests’ lives and a sense of “everyday comfort” as a home away from home.

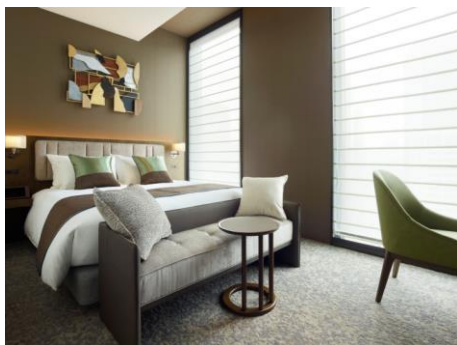
All guest rooms are fitted with a touch-enabled night panel to control lights, air conditioning, alarm clock, and the opening and closing of curtains (a function available in certain guest rooms only). With support for four languages, specifically Japanese, English, Chinese and Korean, the hotel has installed a night panel system that is easy for guests from overseas to operate on their own.

In addition, bathrooms in all guest rooms are fitted with overhead showers and bathtubs. The Japanese bathing culture of leisurely soaking in a bath has been attracting interest from people overseas. The bathroom space has been designed so that Japanese guests will be able to relax in the space as if they were in their own homes, while overseas guests will be able to experience Japanese bathing culture.

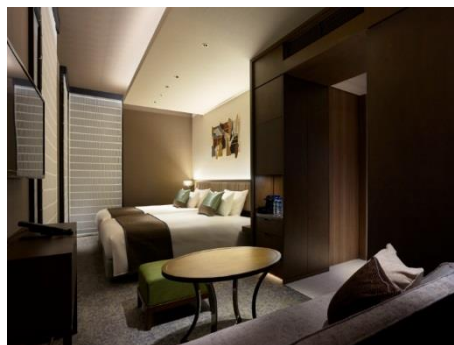
All guest rooms are supplied with the premier Bvlgari Eau Parfumée Collection of bath amenities, comprising shampoo, conditioner, shower gel, body milk and soap. Guests will be able to savor luxurious moments with these deluxe amenities. The hotel also supplies SHISEIDO LE MONDOR skin care cosmetics in each guest room.

Large oversized closets that can be used comfortably by long-stay guests have been installed in every guest room (except for the Accessible room). The hotel also supplies an original THE CELESTINE HOTELS umbrella that can be used by guests as needed in rainy weather.

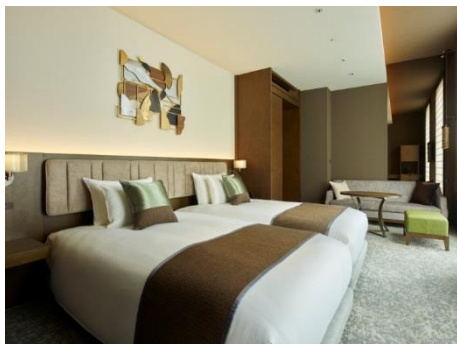
Apart from this, the mini bar is stocked with alcoholic beverages such as wine and whiskey, along with other items such as coffee.



Guest room (Superior double)



Guest room (Superior twin)



Guest room (CELESTINE twin)



Guest room (CELESTINE deluxe)



Guest room night panel



Bathroom (Celestine deluxe)



Mini bar (partial view)



Closet



Bvlgari Eau Parfumée Collection of bath amenities



SHISEIDO LE MONDOR skin care cosmetics

Guest rooms

Type	Area	Bed size (bed width)	No. of rooms
Superior double	Approx. 252 ft ² (approx. 23.5 m ²)	1,600 mm	65 rooms
Superior twin	Approx. 336 ft ² (approx. 31.3 m ²)	1,200 mm	24 rooms
CELESTINE twin	Approx. 368 ft ² (approx. 34.2 m ²)	1,200 mm	12 rooms
CELESTINE deluxe	Approx. 511 ft ² (approx. 47.5 m ²)	1,200 mm	2 rooms
Accessible	Approx. 252 ft ² (approx. 23.5 m ²)	1,600 mm	1 room
			Total 104 rooms

■ Special Plans

Accommodation Plan

The hotel will deliver an original flower box produced according to guest preferences in collaboration with by SAINT JORDI FLOWERS THE DECORATOR, which has created numerous floral decorations for high-class hotels and prestigious luxury brands.

<Flower Celebration Plan>

With Original Flower Box Gift

◆ Period: Thursday, October 5, 2017 to Saturday, March 31, 2018

◆ Rate: Starting from ¥35,100 (per room for two people. Tax included.)

* Prices will vary depending on the type of guest room and the date of stay.

◆ Room types: Superior twin, CELESTINE twin, Superior twin

◆ Contents: The hotel will make inquiries in advance regarding the requests of guests, including the type of flowers and preferences, and the setting for delivering the gift. SAINT JORDI FLOWERS THE DECORATOR will produce an original flower box as envisioned by the guest.



* Optionally, the hotel also offers a plan where the guests themselves produce the flower box. A professional “flower decorator” will be on hand to assist guests with the flower box creation process. The flower box can also be customized by, for example, secretly enclosing and sending presents such as rings or necklaces in the box together with the flowers.

■ Collaboration Service with Mitsukoshi Ginza Store

One of the brand concepts of THE CELESTINE HOTELS is Local Experience - “Sharing the Experiences of Each Locality in Japan.” As part of its services to impart this brand concept to guests, HOTEL THE CELESTINE GINZA has developed a service in collaboration with the Mitsukoshi Ginza Store exclusively for guests visiting from abroad. The hotel will help overseas guests to enjoy their stay by providing an experience unique to Japan and the Ginza district.

◆ Product Delivery Service

Delivery of products purchased at the Mitsukoshi Ginza Store to the hotel.

◆ Reservation of shopping attendant services provided by foreign staff

Guests will be able to make reservations for shopping attendant services provided by foreign staff, as a form of omotenashi (hospitality) transcending the language barrier.

Staff members proficient in English, Chinese or Korean will provide the shopping attendant services. They will strive to offer heartfelt customer service to meet the requests and expectations of guests, thereby making it easier for guests to shop at the Mitsukoshi Ginza Store.

◆ Matcha Tea Experience at Ryurei Table

The hotel will provide four guests with a complimentary tea ceremony performance and a matcha tea and sweets service. The service will be offered by Ryurei Table within MITATE Style in the Japan Collection on the 7th floor of the Mitsukoshi Ginza Store from 11:00 a.m. on every Friday in October.

* Reservations required by the day before the event, on a first-come, first-served basis. Reservation hours: 10:30 to 20:00.

◆ Experience of Trying on Japanese Wedding Attire

Guests will be able to try on Japanese wedding attire at a special price. After they have changed, they will be able to take pictures with their own cameras

* 10:30-19:30 (last order)

* Service may not be offered on public holidays and other days off.

Fee: Special price for bride: ¥12,636 (tax included) / Special price for groom: ¥9,720 (tax included)

Place: Clothes Rental Salon, Grand jour, 7th floor of Mitsubishi Ginza Store

Phone: 81-3-3535-9341 (Direct)



Shopping attendant (image)



Exterior of Mitsukoshi Ginza Store

Facility overview of HOTEL THE CELESTINE GINZA

Opening	Thursday, October 5, 2017
Location	4-22, Ginza 8-Chome, Chuo-ku, Tokyo
Access	Approx. 3 minutes' walk from the Ginza Exit of JR Shimbashi Station Approx. 3 minutes' walk from Exit No. 5 of Shimbashi Station on the Tokyo Metro Ginza Line Approx. 7 minutes' walk from Exit C2 of Ginza Station on the Tokyo Metro Ginza Line
Total number of guest rooms	104 rooms
Adjoining facilities	Restaurant and bar
Architectural design	NIKKEN SEKKEI Ltd.
Interior design	Hirsch Bedner Associates

Reservations

HOTEL THE CELESTINE GINZA

URL : <https://www.celestinehotels.jp/ginza/eng/>

Map



Check-in / Check-out Times

Check-in: 15:00

Check-out: 12:00