

September 15, 2022

For immediate release

Mitsui Fudosan Co., Ltd.

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## **Grand Opening of Tokyo Midtown Yaesu on March 10, 2023 Bringing Together 57 Stores to Experience the “JAPAN Presentation Field” Including 6 Brand New Stores, 11 Stores Debuting in Tokyo, and 9 Stores with New Business Types**

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Tokyo, Japan, September 15, 2022 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Japan, announced today that details have been confirmed for stores that will occupy 1F through 3F among 57 stores at Tokyo Midtown Yaesu (location: Chuo-ku, Tokyo) where it has been advancing development as a member of the Yaesu 2-Chome North Zone Redevelopment Project Association, in addition to the previously announced 13 stores on B1F (with a preliminary opening on September 17, 2022). Stores on 1F through 3F are scheduled to have a grand opening on March 10, 2023 separate from those with a preliminary opening on B1F.

### **Key Points of this Press Release**

- **Stores on commercial floors 1F-3F with a grand opening on March 10, 2023 have been decided**  
An array of stores gaining attraction in Japan and overseas, such as HOSOO and CFCL, which are Japanese brands that represent the current and future generations of Japan
- **Among the 57 stores, 6 will be brand new, 11 will make their Tokyo debut, 21 will make their debut in a commercial facility, and 9 will be new business types**  
A lineup that will delight not only office workers in Yaesu, but many kinds of people including people visiting the neighborhood, domestic and foreign tourists, and people living in the Tokyo metropolitan area
- **A common space called “Yaesu Public” where people, places, and time overlap will be created on 2F**  
A public space for individuals composed of three zones: “ALLSTANDS,” a standing bar area; “Ichijiteishi,” an area for merchandise and relaxation; and “Yaesu no Rojiura,” which resembles the side streets of Yaesu

The commercial facility of Tokyo Midtown Yaesu, which is being developed based on the concept of “JAPAN Presentation Field: Where Japan’s dreams come together and develop into the world’s dreams,” consists of four floors total (one floor below ground and three floors above).

The lineup consists of 57 diverse stores which have gained attention in Japan and overseas. They include stores for Japanese brands representing the current and future generations of Japan such as HOSOO and CFCL, which embody this theme, merchandise stores such as TOKYO UNITE, where the goods of 14 Tokyo-based sports teams and organizations can be found all in one place, a new store location of EN VEDETTE LUXE, which features participation from famous pastry chefs, and restaurants such as Chiba Takaoka, a fine sushi restaurant based in Chiba.

“Yaesu Public,” which will be created on 2F, aims to be a spot where all people coming and going through Yaesu can casually stroll in off the street, and will be a public space containing 11 richly unique stores that can be enjoyed comfortably while constantly making new discoveries.



Exterior view of commercial floor at Tokyo Midtown Yaesu  
(from the west side of Tokyo Station)



Top: Rendering of 3F commercial floor  
Bottom: Rendering of “Yaesu Public” on 2F  
commercial floor

## Floor Layout and Overview of Commercial Floors

The commercial zone of Tokyo Midtown Yaesu consists of four floors—B1F, 1F, 2F, and 3F. Stores on 1F through 3F are scheduled to have a grand opening on March 10, 2023 separate from those with a preliminary opening 13 stores on B1F on September 17, 2022.

With the concept of “JAPAN Presentation Field,” the commercial zone will be dedicated to Japanese brands, showcasing Japan’s *monozukuri* (manufacturing/craftsmanship) and brand value of the future to the world. We aim to create a landmark that takes advantage of its location at the gateway to Japan by creating interaction and vibrancy among workers, people visiting the neighborhood, and domestic and foreign tourists.



Rendering of commercial floor 1F



Rendering of commercial floor 2F



Rendering of commercial floor 3F



Rendering of commercial floor B1F

With a theme of “JAPAN Luxury,” the 1F offers experiential value befitting Yaesu, Tokyo, which is hub for visitors from Japan and overseas. It brings together Japanese brands that epitomize the craftsmanship that has historically underpinned Yaesu, Tokyo, and Japan up to the present, presenting contemporary luxury originating in Japan to visitors seeking one-of-a-kind items and spaces.

The 2F is dedicated to the concept of new Japanese-made goods. Visitors can enjoy a wide variety of information and experiences in sports, food, and art. It is a zone that stimulates your curiosity and provides the experience of a new Tokyo lifestyle.

The 3F hosts a wide selection of restaurants that illustrates the diversity of Yaesu. The lineup ranges from casual eateries regularly visited by office workers to upscale restaurants associated with Tokyo Midtown for fine dining and special occasions. Cuisines range from Japanese, such as barbecue, sake, and sushi, and Chinese to Western to suit every occasion.

The B1F, whose preliminary opening will be on September 17, 2022, offers 13 mainly convenient and diverse casual food and drink establishments that cater for local office workers, visitors, domestic and overseas tourists, and bus terminal users.

## Featured Stores

Among the 57 stores, featured stores such as brand-new stores, on 1F–3F where the grand opening is scheduled for March 10, 2023 are highlighted below.

First store opening:

6

Stores debuting in Tokyo:

11

Stores debuting in commercial facility:

21

New business formats:

9

## Merchandise Stores

HOSOO Tokyo (1F)

Debuting in Tokyo

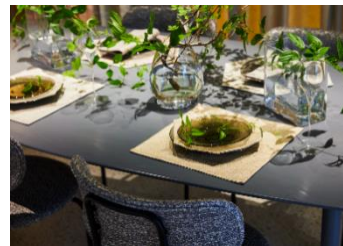


HOSOO was founded in Nishijin, Kyoto in 1688.

HOSOO Tokyo is the long-awaited first showroom and store in Tokyo after those in Kyoto and Milan.

HOSOO Tokyo displays one-off artistic textiles made using traditional Kyoto weaving techniques with a 1,200-year history, as well as small articles and home décor, furniture, and art pieces.

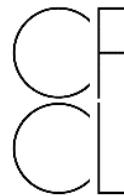
HOSOO Tokyo will unveil exclusive collections a few times a year, including at the Grand Opening.



CFCL YAESU (1F)

Concept store for CFCL, which handles comfortable, sophisticated, innovative knitwear rooted in contemporary urban life. The modern space, which showcases iconic items, was designed by MMA Inc.

The store will offer a broad range of items, including its iconic POTTERY series starting with Volume 1, which is CFCL's first collection, regular items, and new arrivals. At the Grand Opening, the store will also feature specific colors for each POTTERY store.



TOKYO UNITE (2F)

First Store Opening

First lifestyle store in Japan for TOKYO UNITE, a new brand by sports teams and organizations based in Tokyo

The store offers a new experience of sports and fashion through the sale of original apparel and sports spectator goods of 14 sports teams and organizations whose hometown is Toky



TOKYO UNITE



\* Store information as of September 15, 2022 and is subject to change.

AHRES (1F) First Opening in Shopping Center

# AHRES

ONITSUKATIGER NIPPON MADE (1F) First Opening in Shopping Center

NIPPON MADE 



Queensway LUX (2F) First Opening in Shopping Center

Queensway LUX Relaxation Salon



Sanyoyamacho Iki (1F) New Store Format




GELATO PIQUE HOMME (1F) First Store Opening

## GELATO PIQUE HOMME

STÁLOGY (2F) First Opening in Shopping Center



Tsugaru Vidro (2F) First Store Opening




津軽 びいどろ

PORTER (1F)



YOSHIDA & COMPANY  
PORTER  
TOKYO · JAPAN

LINC ORIGINAL MAKERS (1F)

## LINC ORIGINAL MAKERS



Highly Refined Fashion and Sundry Stores Originating in Japan

**Editorial** HARIO Lampwork Factory

HACOA DIRECT STORE GINZA Global Style COMFORT **Maker's 鎌 | Shirt 倉**

福井 〇〇 鯖江 金子眼鏡店 ESTABLISHED 1958

AROUND THE WORLD **TO & FRO** Since 2014 TRIPPING LIKE A BIRD MADE IN JAPAN

\* Store information as of September 15, 2022 and is subject to change.

..... Dining and food retail stores .....

**EN VEDETTE LUXE (1F)**

**New Store Format**

A new brand of patisserie EN VEDETTE, whose main store is located in Kiyosumishirakawa. The store welcomes customers with a luxurious space.

The first EN VEDETTE store with an eat-in area serves never-before-seen desserts such as ice creams and assiette-dessert parfaits as well as the luxurious confectionery and gift chocolates.



**Chiba Takaoka (3F)**

**Debuting in Tokyo**

A sushi restaurant opened by the owner in his hometown of Chiba on March 13, 2012, Chiba Takaoka will open its first restaurant in Tokyo in its 12th year in operation. The sushi crafted with passion by the owner delivers the richness of Chiba to new customers.

Chiba Takaoka remains focused on food and ingredients produced in Chiba, including rice, water, and sake as well as fish, and even uses Chiba-made plates and bowls, bringing pure Chiba sushi to customers in Tokyo and the world.

千葉  
たかおか

**La Terraza de SABATINI (3F)**

**New Store Format**

Authentic Italian cuisine made from traditional Sabatini Roma recipes with a history of over 50 years using fresh seasonal ingredients.

The restaurant offers authentic classical Italian cuisine in a relaxed atmosphere. The open-air terrace seating is also offered for dining with a view of Tokyo Station.

La Terraza  
**SABATINI**



**Aux delices de dodine (3F)**

**First Opening in Shopping Center**

Aux Delices  
de  
Dodine



**POINT ET LIGNE (1F)**

**New Store Format**

POINT ET LIGNE



**Moto Tokyo (3F)**

**New Store Format**

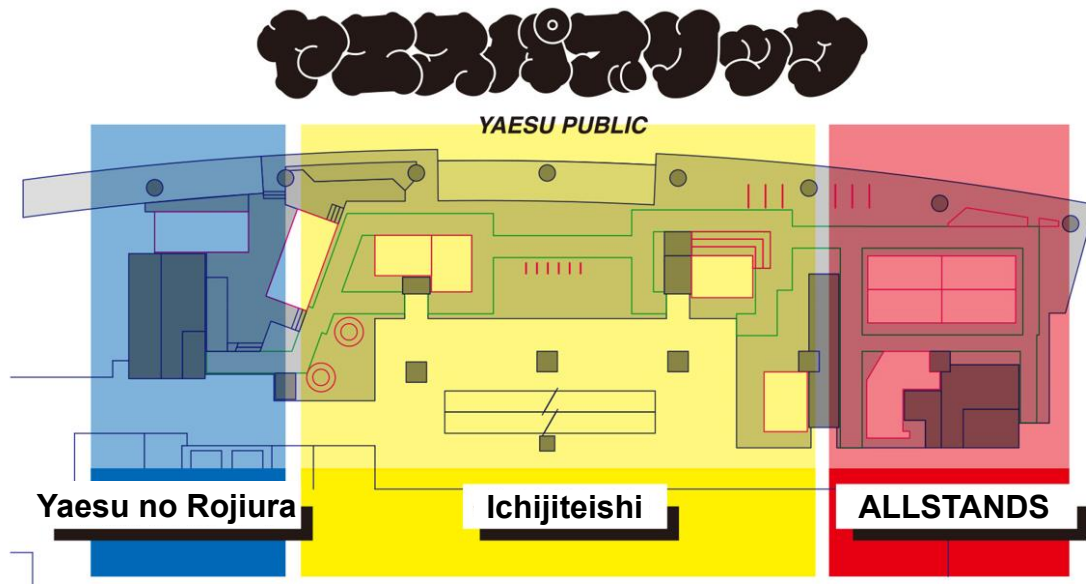
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\* Store information as of September 15, 2022 and is subject to change.

## Yaesu Public

The concept is “a new public space in Yaesu, where people, places, and culture overlap.” This area of approx. 820m<sup>2</sup>, which is based on the motif of a group of containers, consists of stores that have been randomly arranged. There are three zones with 11 unique food service and retail stores in total, with multipurpose seating that can be used for dining and working outside the office. It is a new type of public space where diverse individuals can enjoy being there in their own way.



### <The Three Zones>

- **ALLSTANDS**, a standing bar area with various food and beverage-service stores
- **Ichijiteishi**, an area for merchandise and relaxation while waiting for a bus or taking a break from shopping
- **Yaesu no Rojiura**, an area for underground culture reminiscent of the side streets of Yaesu

### Spatial Design: Diverse Elements Loosely Connected by Indistinct Boundaries

Adjoining store spaces modeled on containers are arranged in the three zones, with the boundaries between stores and zones loosely connected.

A variety of stores are clustered at ALLSTANDS, a space with clear visibility. At Ichijiteishi, where visitors can rest, eat drink, and shop, versatile spaces were designed so that they can be used in many ways, such as benches that look like stairs, and spaces which can be laid out in different ways depending on how they are used. Yaesu no Rojiura is a recessed, back-alley-like space expressing aspects of the building from the public openness.



Rendering of ALLSTANDS



Rendering of Ichijiteishi



Rendering of Yaesu no Rojiura

## Stores: Collection of Stores with Unique Features

The staff members in charge physically walked around trying out independent restaurants, street-side restaurants, and restaurants where it is difficult to make reservations, thereby assembling a lineup of unique features that only Yaesu Public can offer, and which cannot be found anywhere else. Stores are rotated on an irregular basis, making Yaesu Public a space that constantly offers fresh experiences and new discoveries. Community events that make the most of Yaesu Public's appeal are planned in loose collaboration with a wide variety of 11 stores with the goal of making it a comfortable and inspiring brand-new kind of public space.

### Store Lineup at Grand Opening (March 2023)

#### Fascinating food-service stores

- ◇ ta.bacco, created by an extremely popular Italian restaurant group Ri.carica, which operates mainly in the Gakugeidaigaku area
- ◇ Shaved Ice Collection Baton, a collection of shaved ice stores from all over Japan selected by Ryusuke Koike, representative of JAPAN KAKIGOORI ASSOCIATION
- ◇ SPEAKEASY TOKYO, a membership-based bar/restaurant that pairs rare meat cooked at low temperatures for finger food and alcoholic beverages that are not widely distributed

#### Pop-up stores where visitors can familiarize themselves with Japanese art

- ◇ HERALBONY, which exhibits and sells the artwork of artists with disabilities and lifestyle products
- ◇ PALPITO, an art gallery selling contemporary artists' work and art toys for visitors to try out, among other things

## Logo: Outline and Connections of Yaesu Expressed in Contemporary Version of Edoemoji

Edoemoji are distinctive calligraphic and typographic characters commonly used in the popular culture of the Edo period. Examples are the Kanteiryu style of calligraphy used in theater and Yosemoji. It was decided that a contemporary version of Edo characters was perfect for Yaesu's new public space, because Edo's eastern district (including Yaesu) was traditionally a cultural center. Keeping the traditional basic characters with a faint outline, filling them in, and adding a new outline create something totally new. The design also expresses how various content in Yaesu Public is loosely linked by allowing the characters to run into each other.



## Motto: Beyond Preconceived Notions...The Four Rules of Yaesu Public

The usual approach to large retail facilities can be summed up as "this is what we call xx," or "this is what Yaesu is all about." The four rules of Yaesu Public were established so that the whole facility can be a lively, alternative place that defies these assumptions. Stay tuned for the expansion of this place, which will be created as a public space in Yaesu.





## Design Concept of Commercial Zone

The design concept of the commercial zone is “TOKYO FACE,” a coined term that combines the image of Yaesu, the center of Tokyo that has widely accepted cultures and diversity, which the word “TOKYO,” which represents diversity, and the keyword “FACE” (face or mask), which forms many different expressions. Based on this concept, the design uses a range of architectural styles and materials to change the way the environment and stores look, generate ease of mobility and buzz, and create a space that will become a symbol (face) of Tokyo.

At the 1F entrance, “Nishijin Reflected”, an entrance gate in the shape of three sides of a box approx. 36.1ft (11.0m) high and 24.6ft (7.5m) wide that combines HOSOO textiles and digital art has been installed. Nishijin Reflected displays various images such as the delicate weaved patterns and changing colors of Nishijin brocade by layering HOSOO textiles with monitors.

The walls of the elevator hall use natural materials as artwork, expertly crafted by Naoki Kusumi, a plaster craftsman who has made a vivid impact on environmental design. These and other features add craftsmanship qualities to the space.



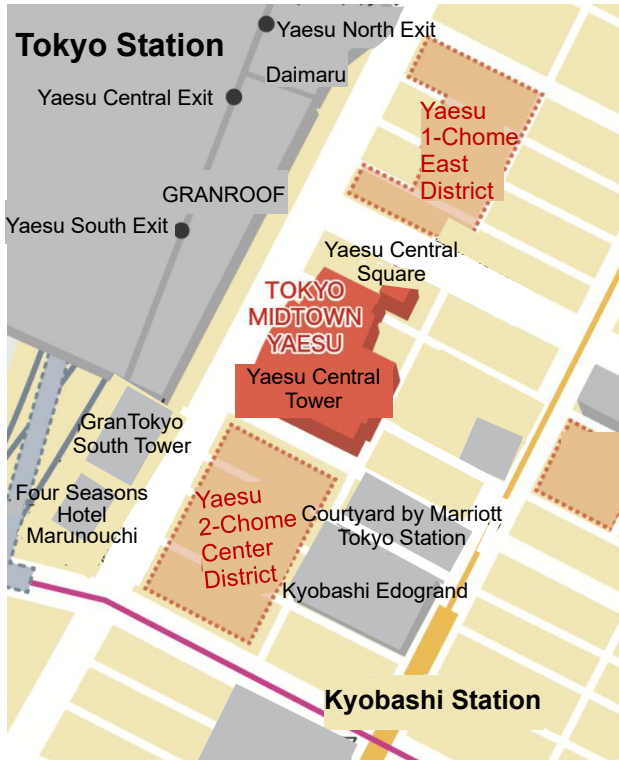
“Nishijin Reflected”, the entrance gate using HOSOO textiles



Plastered walls made by Naoki Kusumi

<Attachment 1> Overview of Tokyo Midtown Yaesu

District name	Tokyo Midtown Yaesu
Project manager	Yaesu 2-Chome North Zone Redevelopment Project Association
Location	Yaesu 2-Chome, Chuo-ku, Tokyo, others
Purpose	(Yaesu Central Tower) Offices, retail facilities, hotel, elementary school, bus terminal, parking spaces, etc. (Yaesu Central Square) Offices, retail facilities, childcare support facility, bicycle and car parking spaces, residential housing, etc.
Zone area	Approx. 3.7 acres (1.5 ha)
Site area	(Yaesu Central Tower) Approx. 133,300 ft <sup>2</sup> (12,390 m <sup>2</sup> ) (Yaesu Central Square) Approx. 11,200 ft <sup>2</sup> (1,043 m <sup>2</sup> ) Total: Approx. 144,500 ft <sup>2</sup> (13,433 m <sup>2</sup> )
Total floor area	(Yaesu Central Tower) Approx. 3,055,900 ft <sup>2</sup> (approx. 283,900 m <sup>2</sup> ) (Yaesu Central Square) Approx. 62,900 ft <sup>2</sup> (approx. 5,850 m <sup>2</sup> ) (Total) Approx. 3,118,800 ft <sup>2</sup> (approx. 289,750 m <sup>2</sup> )
Retail area	Approx. 59,200 ft <sup>2</sup> (5,500 m <sup>2</sup> )
Number of stores	57
Number of floors / max height	(Yaesu Central Tower) 45 floors above ground, 4 floors below ground, 2 penthouse floors / approx. 787 ft (approx. 240 m) (Yaesu Central Square) 7 floors above ground, 2 floors below ground, 1 penthouse floor / approx. 134 ft (approx. 41 m)
Architect / Builder	Basic design / execution / management: NIHON SEKKEI, INC. Architect / Builder: Takenaka Corporation Master Architect: Pickard Chilton
Opening hours	B1F stores: 10:00–21:00 * The opening hours of stores on 1F–3F have not been finalized as of September 15, 2022. * Closing times will vary between stores. * A few stores have different opening hours from others * Opening hours may change. Please check the latest information on the website.
Access	JR Tokyo Station direct underground access via Yaesu Underground Shopping Area Tokyo Metro Marunouchi Line Tokyo Station direct underground access via Yaesu Underground Shopping Area 3 minutes on foot from Kyobashi Station on the Tokyo Metro Ginza Line 6 minutes on foot from Nihombashi Station on the Tokyo Metro Tozai Line, the Tokyo Metro Ginza Line, and the Toei Asakusa Line
Schedule	Completed on August 31, 2022 Preliminary opening on September 17, 2022 (B1F commercial facilities, bus terminal) Grand opening on March 10, 2023 (planned)
Website	<a href="https://www.yaesu.tokyo-midtown.com">https://www.yaesu.tokyo-midtown.com</a> (Japanese)
Press release	<a href="https://www.mitsuifudosan.co.jp/english/corporate/news/2022/0915_01/">https://www.mitsuifudosan.co.jp/english/corporate/news/2022/0915_01/</a>



Tokyo Midtown Yaesu area map



Exterior view of Tokyo Midtown Yaesu

### <Attachment 2> What Is the Tokyo Midtown brand?

Tokyo Midtown is the brand name for Mitsui Fudosan’s urban mixed-use neighborhood creation projects that harness the Company’s total capability. Since its debut in 2007, the Tokyo Midtown brand has announced its vision as “a town that creates and brings together JAPAN VALUE (new value, sensibility, and talent) and continues to disseminate such to the world.” Tokyo Midtown delivers four common values of diversity, hospitality, creativity, and sustainability in its neighborhood creation projects.

In March 2022, Tokyo Midtown (Roppongi), which opened in March 2007 in Akasaka, Minato-ku, marked its 15th anniversary. Tokyo Midtown (Roppongi) has realized the neighborhood vision by creating new value through the integration of a diverse spectrum of talent that has gathered in the neighborhood. It has also realized this vision by showing thoughtful consideration to those visiting the neighborhood and providing them with hospitality, holding seasonal events by making good use of lush, park-like settings, and conducting activities to foster intellectual creativity through design and art.

These principles have been carried on by Tokyo Midtown Hibiya, which opened in 2018 in Yurakucho, Chiyoda-ku. At Tokyo Midtown Hibiya, Mitsui Fudosan is promoting neighborhood creation activities that leverage the unique characteristics of the Hibiya area.

Tokyo Midtown Yaesu is the third Tokyo Midtown brand property. It is also carrying on the brand built up by Tokyo Midtown (Roppongi) and Tokyo Midtown Hibiya. While upholding the common values of the Tokyo Midtown brand, Tokyo Midtown Yaesu will seek to realize its vision for a facility “where Japan’s dreams come together and develop into the world’s dreams” in a manner unique to the Yaesu area.

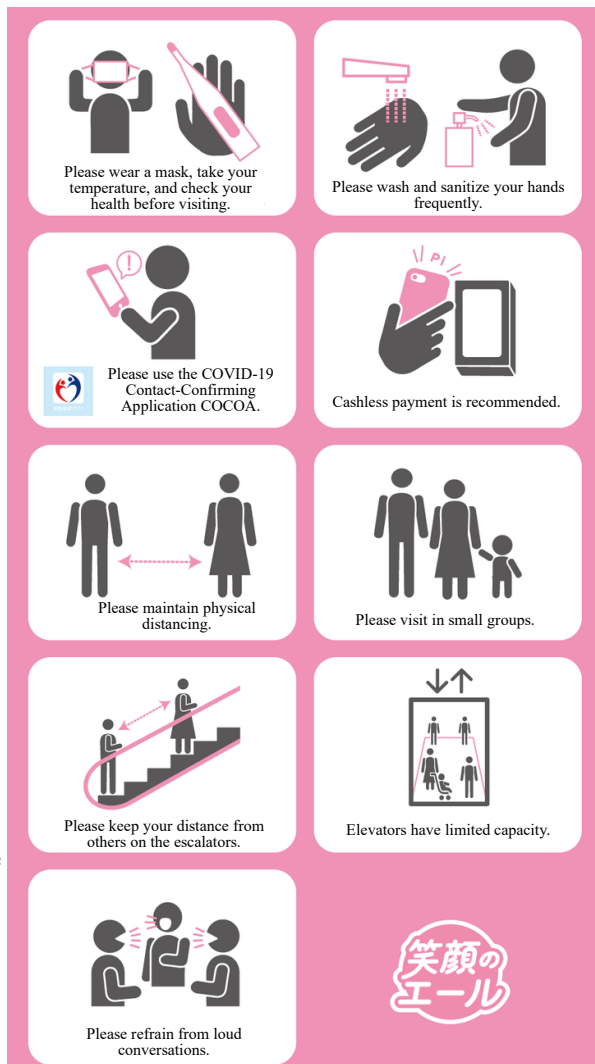
### <Attachment 3> Measures to Prevent the Spread of COVID-19

Mitsui Fudosan Group implements various infection prevention measures including those outlined below at commercial facilities operated by the Group to prevent the spread of COVID-19.

#### ■ Measures implemented by facilities



#### ■ Requests for visitors



\* The content of these initiatives may be subject to change due

## < Attachment 4 > About the Mitsui Fudosan 9BOX Infection Control Measure Standards

The Mitsui Fudosan Group formulated the 9BOX Infection Control Measure Standards to be shared throughout the Group, having considered the necessity for easily understood infection prevention measures based on medical and engineering knowledge so that its facilities could be used with peace of mind, and has rigorous COVID-19 infection control measures in place at each of its facilities. The Group has developed diverse facilities such as office buildings, retail properties, hotels, resorts, logistics centers, and homes. By presenting measures that are easy to share not only within the Group but with all of society, it hopes to help solve society-wide issues.

The Mitsui Fudosan Group will continue to work toward realizing a sustainable society through safe and secure neighborhood creation.

三井不動産 感染対策基準



\*Reference [https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1001\\_01/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1001_01/)

## < Attachment 5 > Mitsui Fudosan Group's Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

### 【References】

- Group Action Plan to Realize a Decarbonized Society  
<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>
- Diversity & Inclusion Promotion Declaration and Initiative Policy  
[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

\* The initiatives covered in this press release are contributing to one of the UN's SDGs.

Goal 11 Sustainable Cities and Communities

