

Mixed-Use Project “Omotesando Grid Tower”

to Become a New Landmark in the Omotesando and Aoyama Area

London-Based Members’ Club “Soho House” to Open Its First Location in Japan

Applications Now Open for the Rental Tower Residences Offering Spectacular Views of the Area

Key Points of this Release

- “Omotesando Grid Tower,” a new landmark in the Omotesando and Aoyama area, is scheduled to open in phases starting February 2026
- The area’s tallest building features a symbolic exterior design, with a spacious public plaza at its base providing an open and relaxing space for visitors
- Tenants have been confirmed for the office and retail floors, and applications are now open for the rental tower residences offering spectacular views of the area
- London-based members’ club “Soho House” to open its first location in Japan

Tokyo, Japan, October 2, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that its mixed-use development project Omotesando Grid Tower (hereafter, the “property”), currently under development in Minami-Aoyama 3-chome, Minato-ku, Tokyo, is scheduled to open in phases beginning in February 2026.

Located along Aoyama-dori Avenue, approximately a four-minute walk from Omotesando Station on the Tokyo Metro Ginza, Hanzomon, and Chiyoda Lines, and a six-minute walk from Gaemmae Station on the Tokyo Metro Ginza Line, the property will become the tallest landmark in the Aoyama and Omotesando area—renowned as a trendsetting hub.

This mixed-use facility will feature diverse functions: rental residences on the upper floors, the Japan debut of London-based members’ club Soho House on the mid-level floors, offices on the lower floors, and four retail and restaurant tenants on the first floor. A spacious green plaza will be developed at the base of the tower to provide an open, welcoming space for everyone to enjoy.



CG illustration of completed
Omotesando Grid Tower



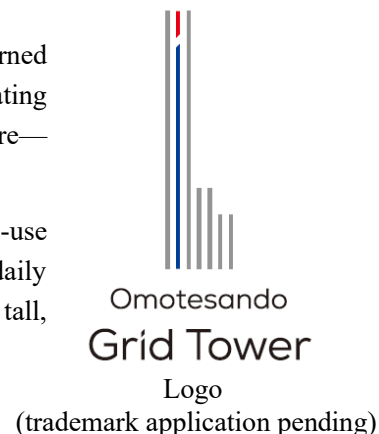
Top: Northwest façade view (looking toward the building
from Aoyama-dori Avenue)

Bottom: Exterior landscape view (looking toward the
building from the northeast side of the site)

■ About Omotesando Grid Tower

The name Omotesando Grid Tower was inspired by the property's distinctive white grid-patterned exterior design. The word "Grid," which also signifies "network," expresses the vision of creating a place in the Omotesando and Aoyama area—known for its sensitivity to trends and culture—where individual ideas and talents intersect.

Standing approximately 525 ft (approx. 160 m) tall, the property will be the tallest mixed-use facility in the area, and around 50% of the site will be developed as a lush public space for daily use by visitors. The site will feature 159 trees standing over approximately 10 ft (approx. 3 m) tall, creating a rich natural environment. On the south side, a new pedestrian-only city street will be established, along with a green plaza open to everyone. Designed to blend seamlessly with the alleyways characteristic of Minami-Aoyama, the plaza will serve as a welcoming and relaxing space for visitors.

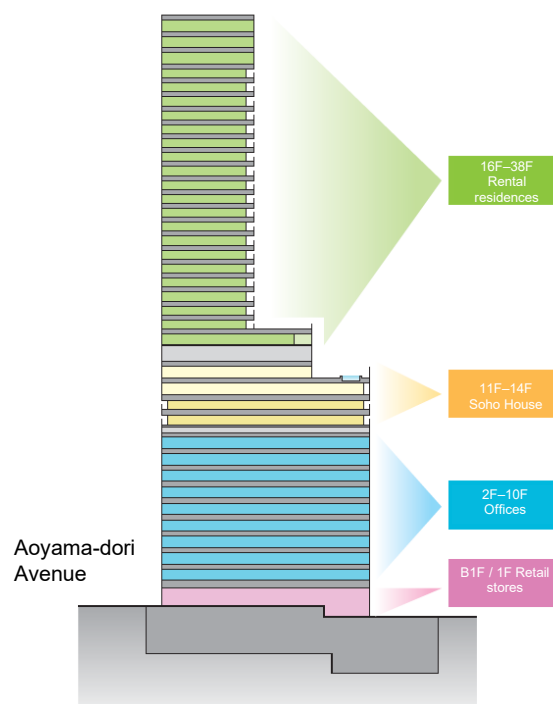


Exterior landscape view
(looking toward the building from the southeast side of the site)

Within the 38 aboveground floors of the facility, rental residences will occupy the 16th to 38th floors, offering panoramic views toward areas such as Roppongi. Floors 11 to 14 will house Soho House, while the 2nd to 10th floors will feature office spaces with floor plates of approximately 12,917 ft² (approx. 1,200 m²). Four retail and restaurant tenants will open on the first floor.



Site layout



Cross section of building use

■ Rental Residences: Tower Residences Offering Spectacular Views in the Omotesando and Aoyama Area (16th–38th Floors, 109 Units)

Designed with sophisticated interiors that embody the essence of Omotesando and offering exceptional east-facing views toward Tokyo Tower, the tower residences provide a luxurious living environment. The residences are located on the upper floors, from the 16th to the 38th, with floor plans ranging from 1LDK to 4LDK (one- to four-bedroom units) and large layouts exceeding approximately 2,153 ft² (approx. 200 m²) to suit a variety of lifestyles. Common areas will include a view lounge overlooking Tokyo Tower, meeting rooms, and a fitness facility, complemented by concierge services befitting a premium rental property. In partnership with Soho House, which is opening its first location in Japan, residents will also be offered a special benefit with partial exemption from the standard membership screening process.

▶Click here for the entry form

<https://www.mitsui-chintai.co.jp/resident/original/omotesando/index.html> (in Japanese)



Exterior view (image)



Lounge view (image)



View from the 26th floor, east side (image)



View from the 26th floor, south side (image)

■ London-Based Soho House to Open Its First Location in Japan

Floors 11 to 14 will house Soho House Tokyo, marking the Japan debut of the London-based members' club Soho House. With approximately 270,000 members worldwide, primarily from creative industries such as film, fashion, advertising, music, art, and media, the brand has chosen the Omotesando and Aoyama area—a trendsetting hub—as the site of its first location in Japan.

* For more information about Soho House Tokyo, please refer to the press release announced on the same day.

URL: https://www.mitsuifudosan.co.jp/corporate/news/2025/1002_02/ (in Japanese)





Interior view (image)



Pool terrace view (image)

■ **Offices: MITSUI KNOWLEDGE INDUSTRY CO., LTD. to Occupy Office Floors with Approx. 12,917 ft² (Approx. 1,200 m²) Floor Plates**

The lower floors will feature offices with floor plates of approximately 12,917 ft² (approx. 1,200 m²)—the largest in scale within the Omotesando and Aoyama area. Recognizing the property's excellent accessibility, just a four-minute walk from Omotesando Station, and its prominence as a landmark in the area, MITSUI KNOWLEDGE INDUSTRY CO., LTD., which develops ICT-based businesses, has decided to occupy the space.



Office interior view (image)

■ Retail Facilities: Four Stores Bringing Energy and Connection to the Omotesando and Aoyama Area

Four retail and dining establishments will open on the first floor beginning in February 2026, with two retail stores facing Aoyama-dori Avenue and two restaurants on the residential side of the site.

◆ LA&LE ◆

At LA&LE, Tetsuya Yamashita—celebrated as a beloved maître d’ at one of Paris’s most iconic cafés—brings his vision of the “*world’s finest café*” to Tokyo’s Aoyama district.

La & Le



◆ SALON 23KU ◆

SALON 23KU is the flagship store of the 23KU brand, offering its full product line along with a curated selection of items from Japan and overseas. The store delivers a new brand experience through refined spaces and attentive hospitality.

SALON 23



◆ Berwick ◆

Founded in 1991 in Almansa, Spain—renowned for its fine leather craftsmanship—Berwick1707 is a shoe brand distinguished by designs that combine artisanal expertise with classic British style and the flair of Italy and France.



◆ CRISP SALAD WORKS ◆

A custom salad specialty restaurant offering delicious, wholesome, and satisfying salads made from carefully selected ingredients, each dish embodying a dedication to quality and flavor.



CRISP SALAD WORKS

■ Environmentally Conscious Design

The property achieves energy efficiency through the full adoption of Low-E double glazing and the installation of high-efficiency systems such as individual air-cooled heat pump package air conditioners. The office floors have obtained ZEB Ready environmental certification, while the residential floors have received ZEH-M Oriented certification. In addition, the property has been awarded a four-star rating under the DBJ Green Building Certification, which evaluates developments based on their consideration for the environment and society from an ESG perspective.

Furthermore, in collaboration with the contractor, KAJIMA CORPORATION, environmental initiatives have been implemented during the construction phase. To reduce CO₂ emissions from building materials, a portion of the steel frames used in the project incorporates Kobenable® Steel, a low-CO₂ blast furnace steel material commercialized in Japan for the first time by Kobe Steel, Ltd., contributing to environmentally responsible development.

For the exterior landscaping, decking and benches will utilize M-Wood2*—a material partially made from timber sourced from forests owned by the Mitsui Fudosan Group—realizing a new form of resource circulation within the Group.

* Developed by MISAWA HOMES CO., LTD.



Kobenable® Steel product trademark



Image of resource circulation

■ Property Overview: Omotesando Grid Tower

【Project overview】

Location	3-8-35 Minami-Aoyama, Minato-ku, Tokyo
Access	Approx. 4-minute walk from Omotesando Station on the Tokyo Metro Ginza, Hanzomon, and Chiyoda Lines Approx. 6-minute walk from Gaiemmae Station on the Tokyo Metro Ginza Line
Primary uses	Offices, hotel, rental residences, and retail stores
Site area	Approx. 46,898 ft ² (approx. 4,357 m ²)
Total floor area	Approx. 490,726 ft ² (approx. 45,590 m ²)
Number of floors	38 aboveground floors, 3 basement levels
Height	Approx. 525 ft (approx. 160 m)
Number of stores	4
Architect	Basic design: NIKKEN SEKKEI LTD Detailed design: KAJIMA CORPORATION
Builder / Supervisor	KAJIMA CORPORATION
Schedule	Construction started: June 2023 Scheduled completion: End of January 2026

【Access Map】

