

STELLA MCCARTNEY

Stella McCartney store to open in Tokyo, Japan

October 2008, The first Stella McCartney flagship store opens in Tokyo, Japan. Located in the heart of Aoyama the store will reflect an intimate, personal and architectural atmosphere to house the Stella McCartney collections. Simple material combinations, sculpturally contrasted with a unique play on spacing, have been used in to illustrate Stella's signature style combinations of sharpness and femininity.

A book-matched marble entrance way with marble and brass plinth highlighted by white glazed ceramic display objects creating an atmosphere that encourages discovery of the accessories collection. A brass sculpture featuring an array of glinting metal shards that play on light provides focus between the two floors of this richly decorated space.

The 205m² space is filled with natural materials. Japanese ash walls edged with fine brass lines wraps around the space contrasted with a dark wool carpet and an inlaid marble floor, offering the customer the opportunity and privacy to interact through the collections in a more intimate way. Lego is used in the changing room curtains and characters are displayed on plinths.

The new design expands on Stella McCartney's usual range of materials, which is complemented by Stella's feminine new color palette of natural whites, vibrant blues and vibrant yellow tones.

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, shoes, bags, fragrances, eyewear, accessories, organic skin care ranges and performance range with adidas are also available through its other flagship stores including London, NY, Los Angeles, Moscow, Shanghai, Beijing, Hong Kong, and Singapore as well around 600 wholesale accounts in key cities worldwide.

The Aoyama flagship store is the first freestanding store under Stella McCartney Limited's partnership with Unit & Guest Co. Ltd. Unit and Guest has been the exclusive distributor of Stella McCartney ready to wear and accessories in Japan since 2006. Along with a Stella McCartney corner at Matsuya Gin department store, the Aoyama store is operated by Unit & Guest.

PRESS CONTACTS

Japan
Roko Mishima
Communications/PR
rook@tkh.att.ne.jp

UK
Marina Cid
PR Managermcid@stellamccartney.com

US
Stephane Jaspar
Worldwide Communications Director
sjaspar@stellamccartney.com

Arabella Rufino
Worldwide Public Relations
arufino@stellamccartney.com

Store fact sheet

Location	5-5-4 Minami Aoyama, Minato-Ku Tokyo 1070062, Japan T: +81 3 3710 31 70
Opening Date	September 2008
Store Hours	Monday to Sunday 11am to 8pm
Square Footage	Total size: 205m ² Retail Space: 150m ²
Lines Carried	Ready to wear Accessories Lingerie Perfume
Features	Book-matched marble entrance way. Brass sculptural circular feature running through the two retail floors. Walls decorated with Japanese ash wood edged in fine brass lines. Grey/Brown marble and brass plinths. Dark grey carpet of two pile depth with Bronze Arman marble floor insets. Ceramic tiles and bowls in cream white, bright yellow and blue glazes. Inlaid in veneer walls to showcase products. Two changing rooms.
Materials	Sustainable Japanese Ash veneer, ceramics, brass, marble.
Architects	APA

