



The Japan Mastery Collection,
Haneda Airport Bringing
Regionally Revitalizing Luxury Japanese Brands to
the World

Opened at Haneda Airport Terminal 3
on December 22nd, 2023

- Protecting excellent regional materials,
techniques, and aesthetics
for the next 100 years -

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Message from the president



Haneda Future Research Institute
Incorporated
President Hiroshi Onishi

Haneda Airport bringing regionally revitalizing luxury Japanese brands to the world

Elevating Japan's national strength for the next generation is a major challenge. To that end, I firmly believe it is important to commercialize the culture of everyday life found in local regions.

At the Haneda Future Research Institute, one of our key objectives is regional revitalization, carried out in collaboration with national and local authorities and producers, and we aim to utilize Haneda Airport, a global hub, to create new business opportunities by connecting people, products, and information.

To revitalize regions, I believe it is important to work on solving the various problems faced by local regions, the fashion industry, and Japan as a whole, and to establish a system that will preserve the Japanese manufacturing that supports local industries for the next 100 years, and I have spent a long time exploring what can be accomplished at Haneda, guided by my experience in the retail industry.

I am therefore pleased to announce the opening of the Japan Mastery Collection (hereinafter, "JMC") brand shop in Haneda Airport's International Terminal this winter. Through JMC, we hope to contribute to Japan's national strength by commercializing manufactured goods steeped in history and culture, building a circular platform for giving back to producers, training their successors, creating new businesses in local regions, and improving the overall reputation of regions.

Furthermore, by breaking away from the fashion industry's dependence on Western luxury brands and transforming the supply chain to be completely domestic, we aim to raise the global reputation of Japanese manufacturing, and create and provide new value unique to Haneda through the establishment of a luxury Japanese brand.

What is a regionally revitalizing luxury brand?

JMC is aiming to become the Japanese equivalent of an overseas Maison brand, and transform traditional craftsmanship, domain of origin, and intangible cultural assets into brands.



1) Aiming to commercialize the culture of everyday life
The culture of everyday life in this context refers to the excellent regional materials, techniques, and aesthetics in Japan

Build a cycle that gives back to producers

- Sell products at a reasonable price that takes into account the added value

- Secure the funds necessary for training successors/passing down skills

- Create value by improving the reputation of regions and producers

- In 2019, the average spend per inbound tourist was around 150,000 yen, but in order to industrialize exports, it is important to aim for an average spend of 300,000 yen and create a system that gives back to producers.

- The operating profit margin of overseas Maison brands is higher than that of the Japanese apparel industry, and even when excellent Japanese materials are used, the return to producers is small, mostly becoming the profit of the Maison brand.

2) Aiming to transform tourism into a business industry

Create a mechanism for sending tourists to local regions from Haneda

- Create interest in local regions through the JMC brand

- Send tourists to experiences where they can deepen their appreciation of craftsmanship

- Cooperate with regions and local governments to develop travel routes other than the Golden Route

- Currently, inbound tourism is beginning to recover thanks to the weak yen, but it is expected that the appeal of Japan as a tourist destination will eventually decline again.

- Creating demand for tourism in destinations other than on the Golden Route is essential for addressing the current problem of overtourism in Japan.

Providing value that only the Haneda Future Research Institute is capable of providing

- Providing information and opportunities to producers (sales channels, expertise on branding, etc., feedback on marketing data)
- Creation of demand for local regions by sending tourists there via the research institute's tourism business, which has ties with local governments and producers
- Provision of unique, luxury Japanese items by matching producers with designers and creators at the research institute
- Considering expanding sales channels in the future, utilizing the research institute's network (wholesale to overseas boutiques and department stores)
- Considering expanding sales channels in the future, taking advantage of the potential of airports (airports both in Japan and overseas)

- 1) Highlight the products manufactured across Japan and regional experiences to improve Japan's national strength through the influx of people and money to local regions.
- 2) Sell products at a reasonable price and return profits to producers.
- 3) Transform the supply chain to be completely domestic, thereby breaking away from the dependence on Western luxury brands, and establishing a luxury Japanese brand.

• How JMC was established

Through his long experience in the retail industry, Haneda Future Research Institute's president, Hiroshi Onishi, has spent a long time investigating how to solve the various problems faced by local regions, the fashion industry, and Japan as a whole, and in what way regional revitalization should be carried out in order to bolster Japan's national strength. As a subsidiary of Japan Airport Terminal Co., Ltd. that is responsible for developing new businesses, the Haneda Future Research Institute struck upon the idea of launching a luxury brand as part of its core business of regional revitalization.

• Background

- In 2019, the average spend per inbound tourist was around 150,000 yen, but in order to industrialize exports, it is important to aim for an average spend of 300,000 yen and create a system that gives back to producers.
- The operating profit margin of overseas Maison brands is higher than that of the Japanese apparel industry, and even when excellent Japanese materials are used, the return to producers is small, mostly becoming the profit of the Maison brand.

Summary of results from the 2019 survey on spending habits of inbound tourists visiting Japan

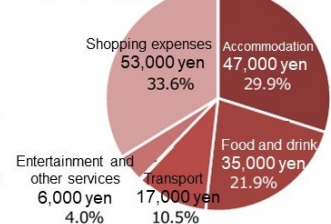
- The amount spent by inbound tourists visiting Japan in 2019 was **4,813.5 billion yen**
- The total amount spent by inbound tourists visiting Japan in 2019 is estimated to be 4,813.5 billion yen.
- A breakdown by category reveals that accommodation expenses accounted for 29.4%, food and drink for 21.6%, and shopping for 34.7%.

■ The amount spent by inbound tourists visiting Japan in July–September 2023 was **1,390.4 billion yen**

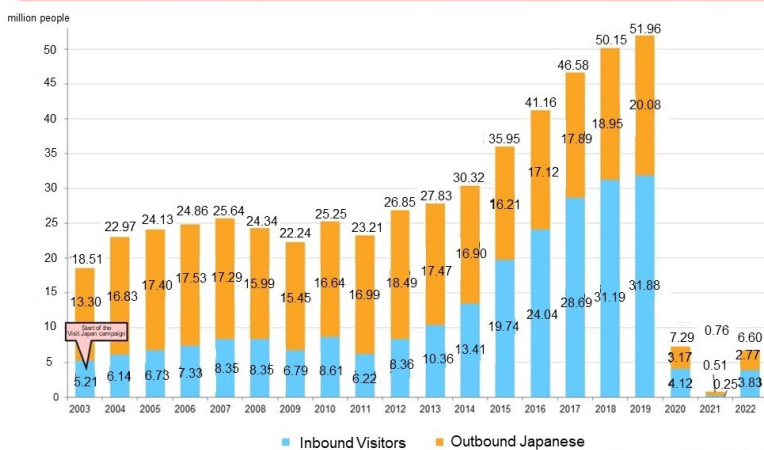
■ The average spend per inbound tourist during their trip in 2019 was **159,000 yen**

- The average spend per inbound tourist (general visitor) visiting Japan in 2019 is estimated to be 159,000 yen.
- A breakdown by category reveals that shopping expenses were the highest at 53,000 yen, followed by accommodation at 47,000 yen, and food and drink at 35,000 yen.
- Average spend by nationality/region is as follows: South Korea: 76,000 yen, Taiwan: 118,000 yen, Hong Kong: 156,000 yen, China: 213,000 yen, and America: 189,000 yen.

Chart: Travel expenses per general visitor by category



Inbound and Outbound Travel Trends



■ The average spend per inbound tourist during their trip in July–September 2023 was **211,000 yen**

Source: Japan Tourism Agency website

Brand overview

- Brand name

Japan Mastery Collection

The Japan Mastery Collection is based on the mission to preserve the materials, techniques, and aesthetics unique to particular regions in Japan for the next 100 years. Through this brand, we hope to establish regionally revitalizing Japanese luxury that stimulates innovation in traditional Japanese culture, creates new value, and preserves Japanese aesthetics and techniques for future generations.



- Brand concept

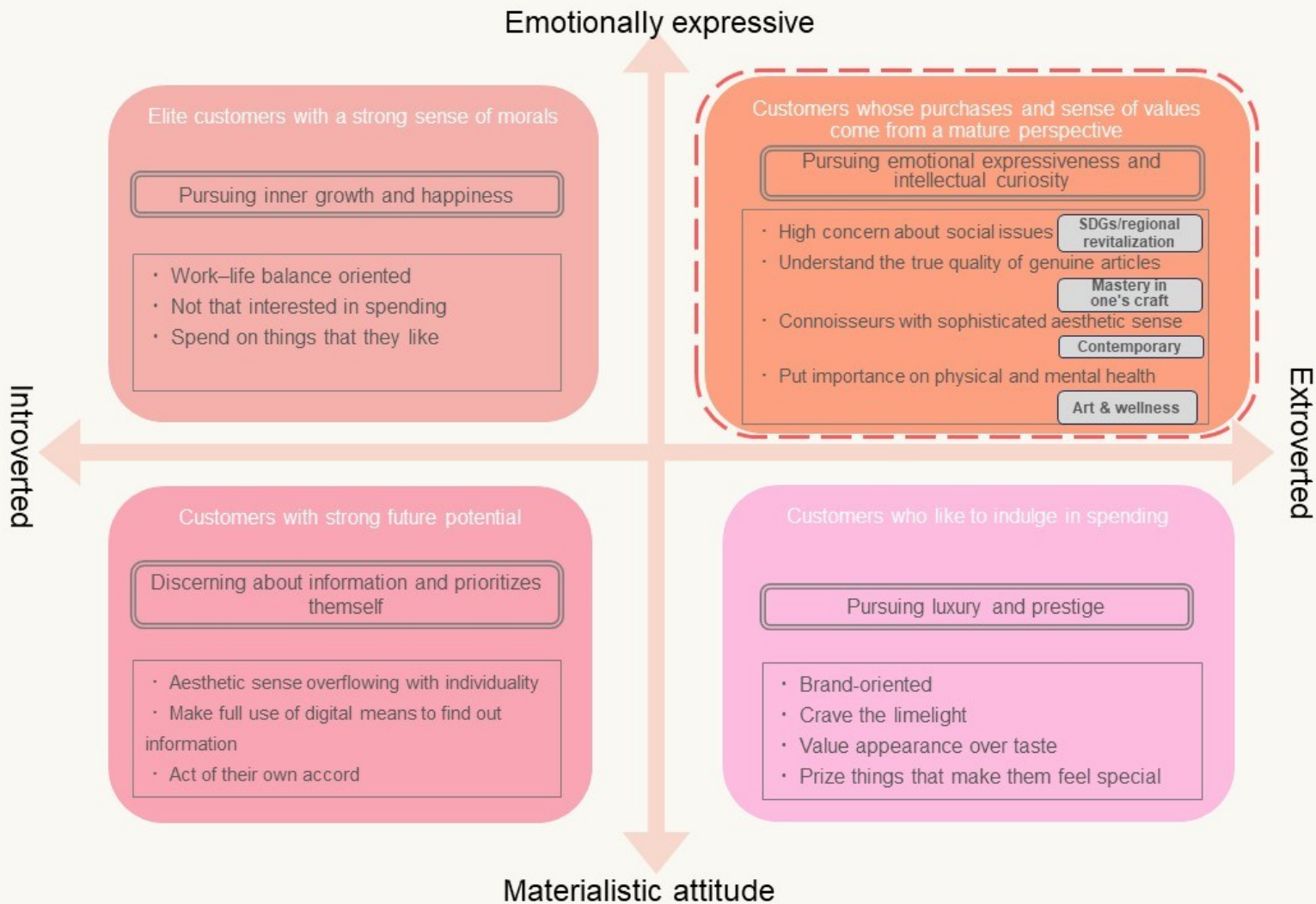
**Adding surprise to tradition,
Imbuing culture with playfulness.**

A keen sense of aesthetics runs through all the products selected and developed for JMC. We believe that playfulness and surprise lie at the heart of this sense of aesthetics. The concept is therefore not about simply presenting Japan's valuable traditions as they are, but reinterpreting them through JMC's unique perspective and updating them to suit modern lifestyles, while adding in necessary elements of surprise and playfulness—something originally fundamental to Japanese culture—to create a positive sense of the unexpected, new value, and propel them into the future.

Target customers

Targeting intellectually curious customers around the world

Main target: customers who make purchases with a mature perspective, who are emotionally expressive and socially conscious



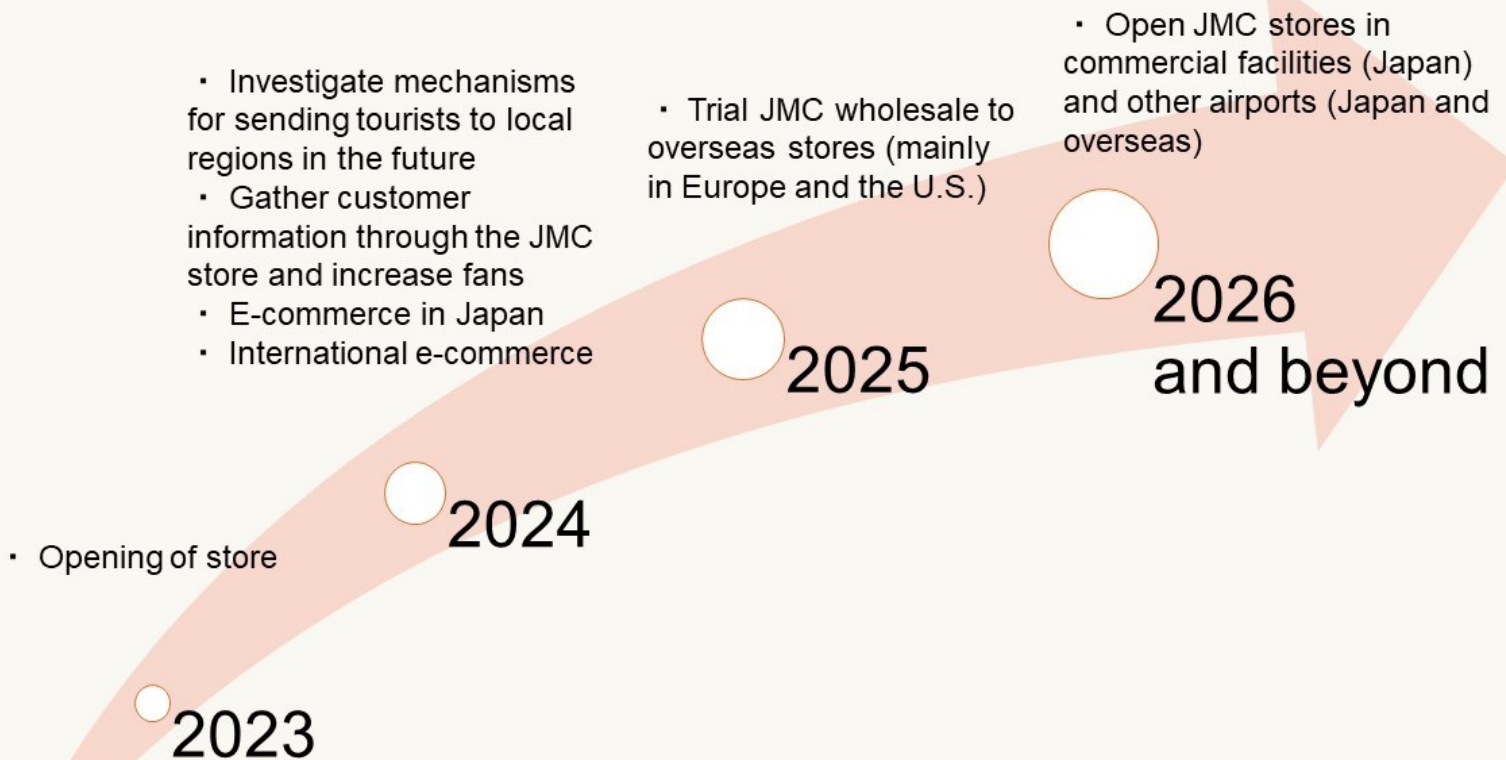
Psychological keywords that strike a chord with target customers



Japanese products

Reflected in store layout

Mid- to long-term aims



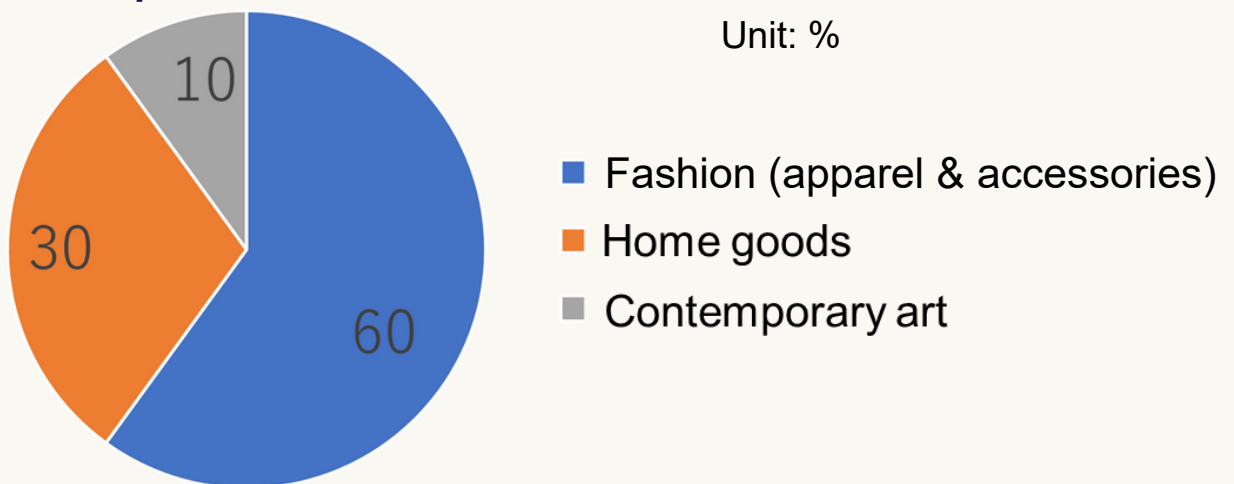
Establish
a regionally revitalizing
luxury Japanese brand

Store layout

- **Products offered**

Apparel (ladies' and men's), shoes and bags (ladies' and men's), accessories (stoles, handkerchiefs, leather accessories, glasses, etc.), clocks, home goods (Japanese tableware, Western tableware, traditional crafts), contemporary art

- **Proportion**



- **Represented regions**

At time of opening, JMC will carry around 400 products curated from approximately 30 areas around Japan

Hokkaido and Tohoku regions

Hokkaido, Aomori, Iwate, Akita, Yamagata, Fukushima

Kanto region

Gunma, Tokyo, Kanagawa, Chiba

Chubu region

Niigata, Ishikawa, Fukui, Toyama, Yamanashi, Nagano, Gifu, Aichi

Kinki region

Kyoto, Shiga, Osaka, Hyogo, Mie

Chugoku and Shikoku regions

Kochi, Kagawa, Ehime, Shimane, Tottori, Yamaguchi

Kyushu and Okinawa regions

Fukuoka, Saga, Kagoshima

Store layout



The store is composed of five zones that combine Japanese products and psychological keywords designed to strike a chord with target customers.

A

Travel: Ladies' and men's fashion, accessories, and related items

A line-up of products with a casual feel, such as travel goods, utilizing the same materials and factories as overseas luxury brands but imparting a distinct "made in Japan" identity.

B

Luxury everyday items: Ceramics, tableware, kitchen utensils

Traditional handicrafts and other items made to suit a modern lifestyle that make each day feel more luxurious through daily use.

C

Pastimes: Artworks and ornaments

Products that enhance your mood, such as items that you can collect or display and appreciate in your home.

D

Japanese luxury

Products, including JMC original goods, that have been made in collaboration with leading Japanese designers, creators, and artists.

Promotion

The inaugural promotion will be a special exhibition organized by the Executive Committee for Art Kogei, from Japan to the World, titled "Capturing the Light." The exhibition will be curated by Mari Hashimoto, director of Kankitsuzan Art Museum Establishment Preparation Office (Enoura Observatory, Odawara Art Foundation), and features the works of six artists working at the forefront of the ever-changing world of handicrafts, with the works available for purchase. The second promotion will be "Basara," a fashion event in collaboration with Kansai Yamamoto, Inc.

*Basara: The name of a trend that was popular at the end of the Kamakura period and during the Azuchi-Momoyama period. It describes a sense of aesthetics (fashion) and individual expression that people were willing to risk their lives for.

Retail and services

■ Customer service

The JMC store will have 13 staff members who have been trained to offer department-store-quality customer service, and can speak Japanese, Chinese, and English.

■ Marketing

We will analyze purchasing data and figures on how many people have scanned in-store QR codes to learn more about products, feedback such data to producers, and use it to inform product development.

1. Collecting purchasing data based on customer attributes

Analyzing level of interest (category/item/use/color/size)
by customer attribute (nationality/age/gender) from POS data

2. Utilization of QR codes

In-store displays

Language selection

Display page in chosen language

伝統着色技術を施した銅製品
Copper crafts using traditional coloring techniques

有限会社モメンタムファクトリー・Orii
momentum factory Orii Co., Ltd.

銅、真鍮
Copper, Brass

富山県
TOYAMA




Japanese


English

Chinese

Unique colors and textures created by Orii. Chemicals and a fine degree of control during the firing process leverages the natural properties of the copper to bring out the exquisite colors. Because the craftsmen apply the decoration and color by hand, no two pieces are exactly alike in terms of the surface variations and color. The sophisticated design, which incorporates Japan's "wabi-sabi" aesthetic while blending into modern life, enhances any space it is placed in and any purpose it is used for.



Momentum Factory Orii was founded in 1950 as Orii Color Works. Since its inception, the company has been engaged in coloring various articles made of copper, such as artistic handicrafts, Buddhist ornaments, and bronze statues. Copper coloring does not mean painting; rather, it is a traditional technique that creates vivid colors in copper and brass through the expert control of chemicals and flame. Today, Orii has further honed and evolved this technique and not only produces original products, but also develops building materials used in hotels, restaurants, and commercial facilities. The company takes the inherent beauty of metal and the tradition it has cultivated and passes it on to the next generation through this fresh perspective.



Choose from 3 languages


Product description

Business/brand/artist profile

When a customer scans the QR code on an in-store display, selects their language, and views information on the product/producer, the following comparative analysis is possible:

What product were they interested in?
What was the nationality of the person it was sold to?

The city of Takaoka in Toyama Prefecture has been a major producer of copperware and other cast-metal works for over 400 years, and that knowledge has been handed down to the present day. Takaoka Copperware boasts a long tradition, and has flourished in the area ever since the city was founded in 1609 (the Edo period). Cast-metal products feature decorations such as inlays, engraving, coloring, and polishing, and craftsmen proficient in those techniques have accumulated in Takaoka. Today, Takaoka produces bronze statues, ornaments, tea utensils, vases, and more, accounting for 90% of the copperware produced in Japan.



Information on the producing place and local region

*Images and text are for illustrative purposes

Store information

Store overview

- Name: Japan Mastery Collection
- Location: Haneda Airport Terminal 3 departure area
 - *Located in the departure area for passengers boarding international flights.
- Store area: Approx. 188m²
- Opening date: Friday, December 22nd, 2023
- Operator: Haneda Future Research Institute Incorporated (Ota-ku, Tokyo, president: Hiroshi Onishi)
- Opening hours: 7:00–23:00



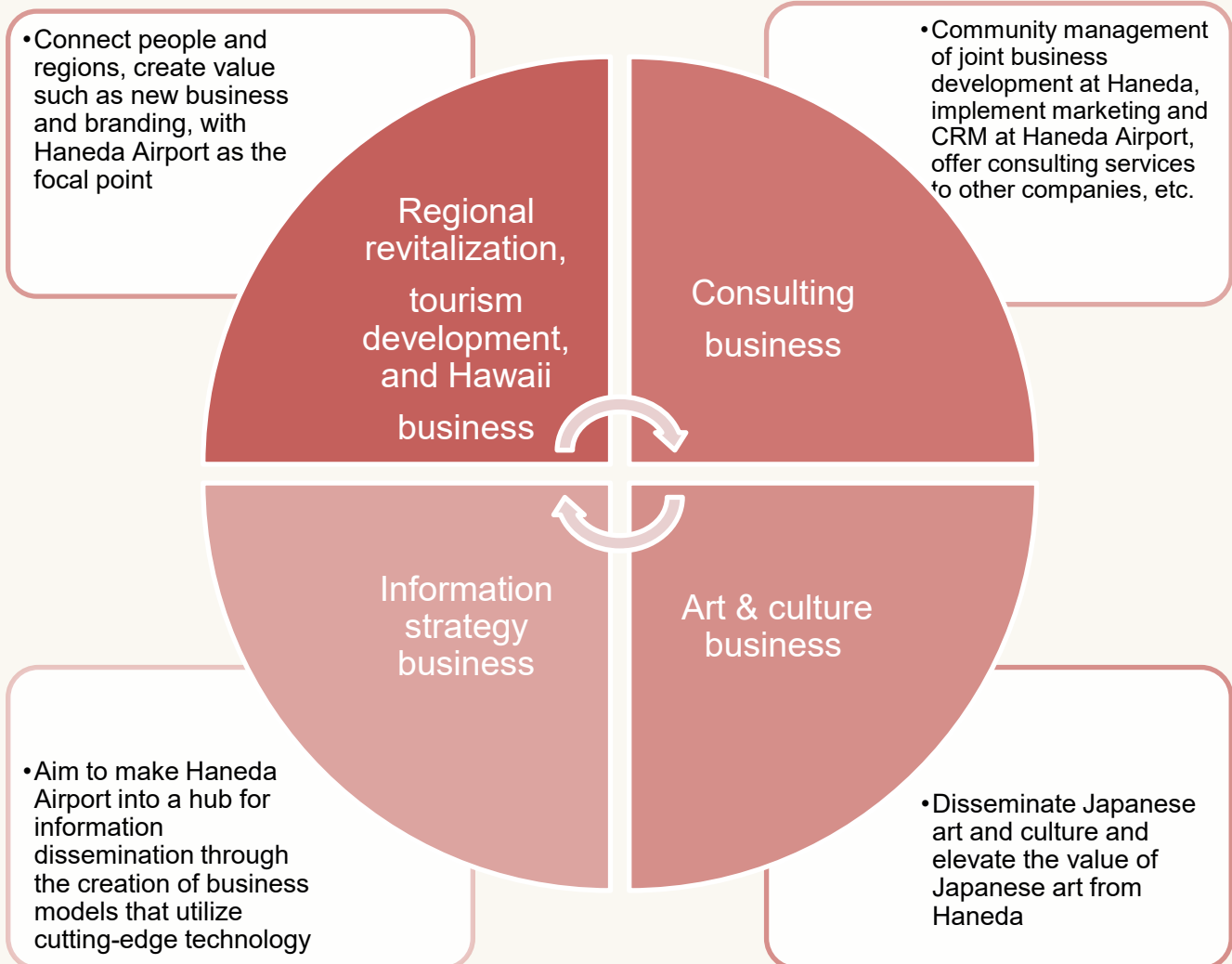
Company information

- The Haneda Future Research Institute's mission and four core businesses

Taking advantage of Haneda's potential to create new businesses

- Develop new business models
- Further enhance the value of existing airport operations
- Function as a think tank

Haneda Future Research Institute's four core businesses



Company name: Haneda Future Research Institute (HFRI)

Address: Terminal 1, 3-3-2 Haneda Airport, Ota-ku, Tokyo 144-0041

Date of establishment: July 2, 2018 (wholly owned by Japan Airport Terminal Co., Ltd.)

Representative: Hiroshi Onishi, president

Businesses: Regional revitalization, tourism development, and Hawaii business, consulting business, information strategy business, art & culture business