

**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 -



Japan Airport Terminal Co., Ltd. and Tokyo International Air Terminal Corporation are pleased to announce the opening of the Japan Mastery Collection (operated by Haneda Future Research Institute Incorporated, hereinafter, "JMC"), a store showcasing regionally revitalizing luxury Japanese brands in the departure area of Haneda Airport Terminal 3, on December 22nd, 2023.

JMC is planning not only to develop products that are made in Japan, but also to build a platform for preserving Japanese aesthetics and techniques for future generations. Through the medium of Japanese luxury, JMC aims to raise the appreciation of products, give back to producers, and train their successors.

Furthermore, through the new store in the departure area, which is a touch point for people from Japan and overseas who are departing from Haneda Airport, JMC will curate products that exhibit world-class techniques and sophistication as regionally revitalizing luxury Japanese brands, and at time of opening there will be approximately 400 products on display, including original products.

Store overview

- **Name: Japan Mastery Collection**
- **Location: Within the departure area of Haneda Airport's Terminal 3**
*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**



■ In the duty-free shopping area located to the right after clearing security screening

■ About the store

1) About the implementation

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, lifestyle accessories

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 area

Permanent area

Promotions

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.

2) About JMC products

JMC will feature a range of products chosen based on the criteria below. Not only will JMC curate excellent products from all over Japan, there will also be 40 original products developed under the Haneda Future Research Institute's branding. Products will be chosen based on the following four criteria.

JMC's selection criteria

- 1) Connected to regional revitalization
- 2) Has a story or background that is related to Japanese tradition and culture
- 3) Moderate upper (mid to high price range) to prestige (high price range)
- 4) Suits modern sensibilities and lifestyles

Example products



Price: 129,000 yen (excluding tax)
20 pairs of each style

Onitsuka Tiger Kansai Yamamoto bespoke model, "Mexico 66 Deluxe"

The "Nippon Made" series is produced at the only factory in Japan, located in Tottori Prefecture, where skilled craftsman carefully make each pair of sneakers. These sneakers incorporate leather crafted by skilled tanners in Himeji, to which gold leaf has been applied by craftsmen from Kanazawa.

- Key point: A product that is exclusive to Haneda Airport, combining the skills of Japanese craftsmen with a shoe brand that is popular around the world.

Art chocolate made using a unique technique that is a world first



Price: 1,500,000 yen (excluding tax)
Only one



Hiroto Rakusho

A traditional craftsman of gold leaf in Nishijin, Kyoto. He is in charge of restoring cultural properties, such as the screen "The Wind and Thunder Gods" at Kenninji Temple. He has also earned global acclaim as an artist able to freely manipulate gold leaf only 1/10,000th of a millimeter thick.

Tsuki no Wa

Edible gold leaf from Kanazawa has been applied to chocolate using a traditional method known as gold leaf rubbing. It is made by layering multiple layers of gold leaf, using soft chocolate as an adherent instead of lacquer, then rubbing the gold leaf to reveal the layered pattern.

The silverware outer box was designed by Kiyoshi Matsuda, the eighth-generation president of Kazariya Matsuda, who carries out restoration work on shrines and temples throughout the country, including the Kyoto State Guest House. The chocolate itself was made by chocolatier Kazuo Noguchi, who has overseen the creation of luxury chocolates both within Japan and overseas.

- Key point: A world-first chocolate artwork made using traditional techniques from Kyoto that is exclusive to Haneda Airport.

■ The regions represented at JMC

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

■ About the store design



Japan Mastery Collection

The new Japan Mastery Collection at Haneda Airport's Terminal 3, where every day, scores of people start their journey from Japan to all corners of the world, has an inviting atmosphere produced by the delicate but dynamic curved latticework handcrafted by a lacquer craftsman, and the beautiful, dappled light that shines through the spaces between the lattice.

The design is simple, yet beautiful and eye-catching, so that when customers step inside they will be further impressed by the fantastic Japanese products on display, and want to share them with the rest of the world.

The Japan Mastery Collection will allow customers to see, pick up, experience, share, and engage in deeper communication about products that demonstrate materials, handiwork, skills, and traditions passed down through the generations from different regions across Japan, making it the perfect location for people to further their interest in Japan and want to share what they felt.

Yasumichi Morita

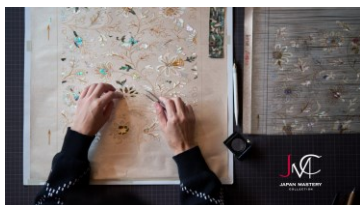
Designer: Glamorous Co., Ltd., director: Yasumichi Morita

Starting with a project in Hong Kong in 2001, Yasumichi Morita and Glamorous have expanded globally to work on projects in places including New York, London, Qatar, and Paris.

Glamorous works not only on interior design, but is involved in a wide range of creative activities, including graphics and product design.

Morita is also active as an artist. He presides over the online salon, "Morita Shoko Kaigi-sho."

■ About the official movie



https://byemotion-intl.com/pages/jmc_main

■ About the Japan Mastery Collection, a regionally revitalizing luxury Japanese brand



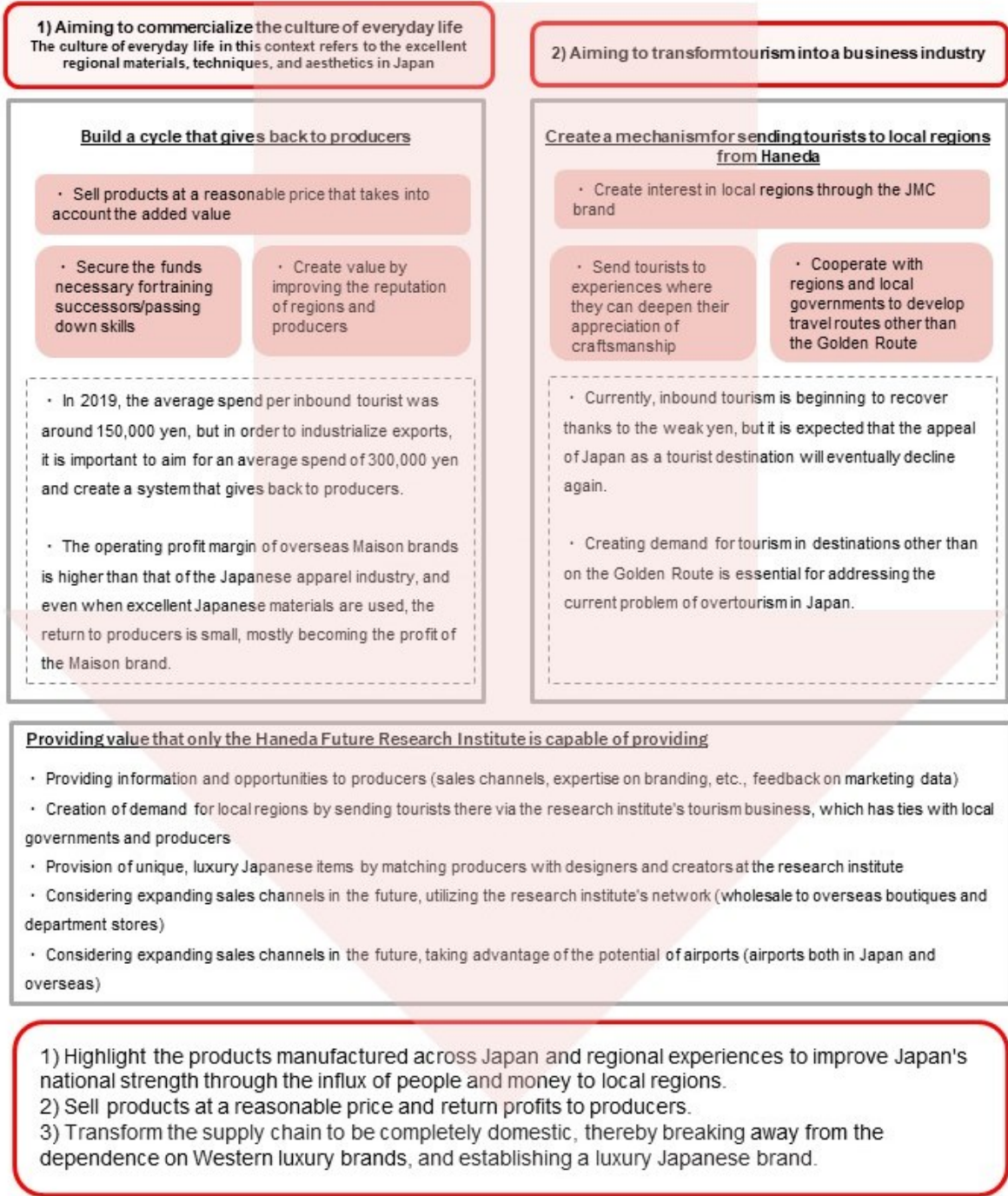
Through JMC, we hope to contribute to Japan's national strength by commercializing manufactured goods steeped in history and culture, building a circular platform for giving back to producers, training their successors, creating new businesses in local regions, and improving the overall reputation of 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.

Hiroshi Onishi, president of Haneda Future Research Institute Incorporated, was born in Tokyo, and graduated from Keio University in 1979.

After serving as president of Isetan Mistukoshi Holdings, he became executive vice president of Japan Airport Terminal Co., Ltd. in June 2018, and president of the Haneda Future Research Institute in July of the same year. Aiming to create new value both within Haneda Airport and beyond, Onishi is focusing on regional revitalization and the dissemination of art and culture.

■ **About the regionally revitalizing luxury Japanese brand that the Haneda Future Research Institute is aiming to establish**



Please see below for the further details of JMC

http://www.haneda-the-future.com/wp-content/uploads/2023/12/20231222_JMC_final_EN.pdf

■ **About the Haneda Future Research Institute**

Haneda Future Research Institute is a subsidiary of Japan Airport Terminal Co., Ltd., which is responsible for the construction, management, and operation of Haneda Airport's passenger terminals. With Haneda Airport as the focal point, the research institute is working to connect people and regions, create new business and branding through regional revitalization and tourism development, disseminate Japanese art and culture, realize business innovation and personnel development at Haneda through its consulting and information strategy businesses, and create new business and value for the future.

<https://www.haneda-the-future.com/>

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