

area

Tokyo is a hot fashion destination known for its innovative retail concepts, packaging and wacky street fashion. Japanese 'home grown' footwear does not translate well for the global market. It is often extreme and uncommercial; however interesting treatments can be good for inspiration. U.S., Italian and British luxury brands command a high status and scary price tags. Designers cater for the unconventional tastes of the Japanese so you will see lines here not available in other countries. Sizes are small; it's nigh on impossible finding women's shoes bigger than a European 38. The Japanese eye for fine detail also makes Tokyo a good place to source bag ideas.

Photography is a problem since shoes are often not displayed in the windows. They are sold with clothes in small boutiques or within department stores. Japanese footwear chains are rare.

There are eight main shopping areas: -

shinjuku

Shinjuku is an area of tower blocks, where the department stores are concentrated. Isetan is one of the best, with an excellent handbag department. Their basement level food hall is a good place to pick up some Japanese delicacies to take home. Mitsukoshi and Takashimaya are traditional, less fashionable department stores. Miss these out if you are short of time.

ginza

Ginza is the most upmarket shopping area, similar to London's Knightsbridge or New York's Madison Avenue. International luxury brands, department stores and Japanese shoes chains – Kanematsu and Ginza Diana can be found lining the wide grid structure streets.

harajuku

Harajuku is the place for youth trends. The warren like alleyways are crammed with small boutiques selling outrageous street wear and thrift stores. On Sunday afternoons Tokyo teens (mainly girls) congregate in bizarre outfits to gossip and have their photographs taken by tourists. The narrow Takeshita Dori is the epicentre of teenage culture and a solid mass of humanity at the weekends. This leads into Harajuku Street and Kyu Shibuya river promenade (also known as Cat Street), which covers a former river. Meiji Dori and Omote Sandro are the main cross streets. The latter leads down to the Aoyama area.

aoyama

All the sophisticated designer labels can be found at Aoyama, including Comme des Garçons store with convoluted turquoise spotted windows and close by the state-of-the-art Prada Flagship store, which opened in June '03. The futuristic building designed by Swiss architects Herzog and de Meuron is made up of thousands of diamond glass bricks flown in from Italy. The curvaceous cream interior features

fibreglass display cases lit from within with fibre optic lights. Be sure not to miss it.

shibuya

Shibuya is a good place for people watching. The Hachiko Square with the dog statue is a popular meeting place. Here there are three giant video screens and the famous multi-zebra crossing that always seems as busy as London's Oxford Street on Christmas Eve. In the lower area are lots of department stores. Further up the hill are more boutiques. Don't miss Tokyu Hands for handicrafts, D.I.Y and paper products - great for inspiration!

daikanyama

From Shibuya take the Toyoko line (local train) one stop to Daikanyama. This area has a trendy village atmosphere with a mix of designer stores, interior shops and street wear boutiques. Don't miss Viva Circus, which is the best shoe shop here.

naka-meguro

Naka-meguro is an up-and-coming shopping area for small avant-garde boutiques and thrift stores, set along a scenic tree lined canal. If you are short of time or looking for mainstream products, miss this area out. Naka-meguro is two stops from Shibuya on the Toyoko line.

roppongi hills

Tokyo's ultimate shopping mall hotspot is Roppongi Hills, the brainchild of Tokyo property magnet Mori Minoru. He spent 20 years acquiring the land to build on – the result is an impressive cultural, residential and shopping complex, which opened in April '03 and sets a new benchmark in retail architecture. It contains over 200 premium stores, a nine-screen cinema, expensive restaurants, luxury apartments, the Grand Hyatt Hotel (the presidential suite boasts a private roof top pool set in a Japanese garden) and a modern art gallery high up on the 53rd floor of the tower. The architectural style is futuristic take on Zen minimalism, with running water features, Japanese lanterns, lots of glass and angular lines. Allow yourself a few hours to visit (open until 21:00).

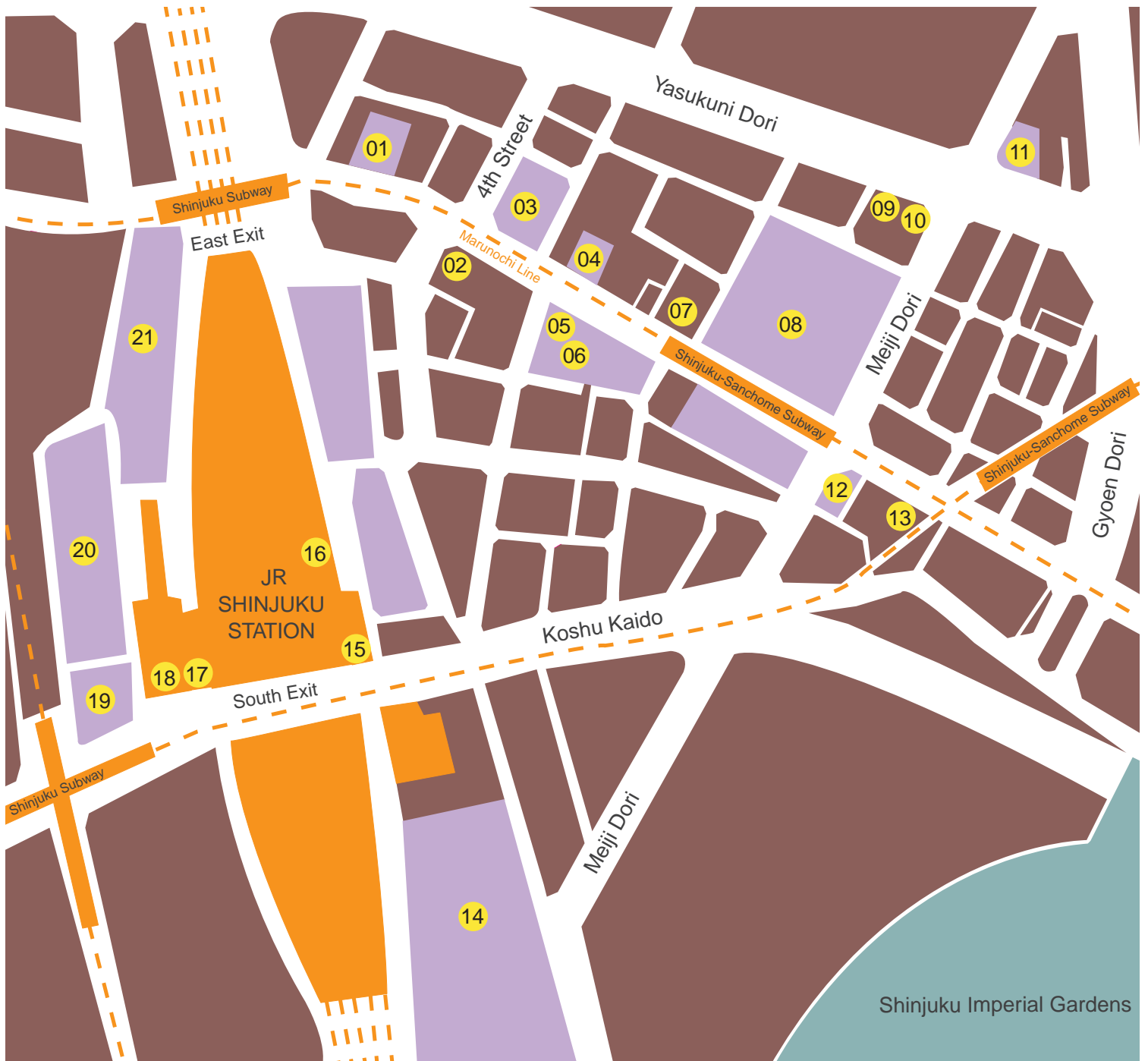
getting around

The best way to get around Tokyo is via the subway, which is fast and inexpensive; taxis are very expensive. You need a minimum three full days to cover all the shopping areas. Take a good guidebook and map as it is really difficult to find your way around and many of the Japanese speak no more than a few words of English.

opening hours

Store hours are generally 10:00–20:00 Monday to Saturday. Most stores are also open for similar hours on Sunday.

- 01 Studio Alta
- 02 Gucci
- 03 Barneys New York
- 04 OI Young
- 05 Louis Vuitton
- 06 Mitsukoshi (Traditional dept. store)
- 07 Muji
- 08 Isetan (Good dept. store)
- 09 Artisan Comme Ca
- 10 Armani
- 11 OI Men (Paul Smith, Burberry Black Label)
- 12 OI City-2
- 13 OI City-1
- 14 Takashimaya Times Square (Traditional dept store)
- 15 Flags (Mall inc. American Rage, Camper, Ships & United Arrows)
- 16 Lumine
- 17 United Arrows
- 18 My Lord
- 19 Lumine
- 20 Keio (Dept. store)
- 21 Odakyu (Dept. store)



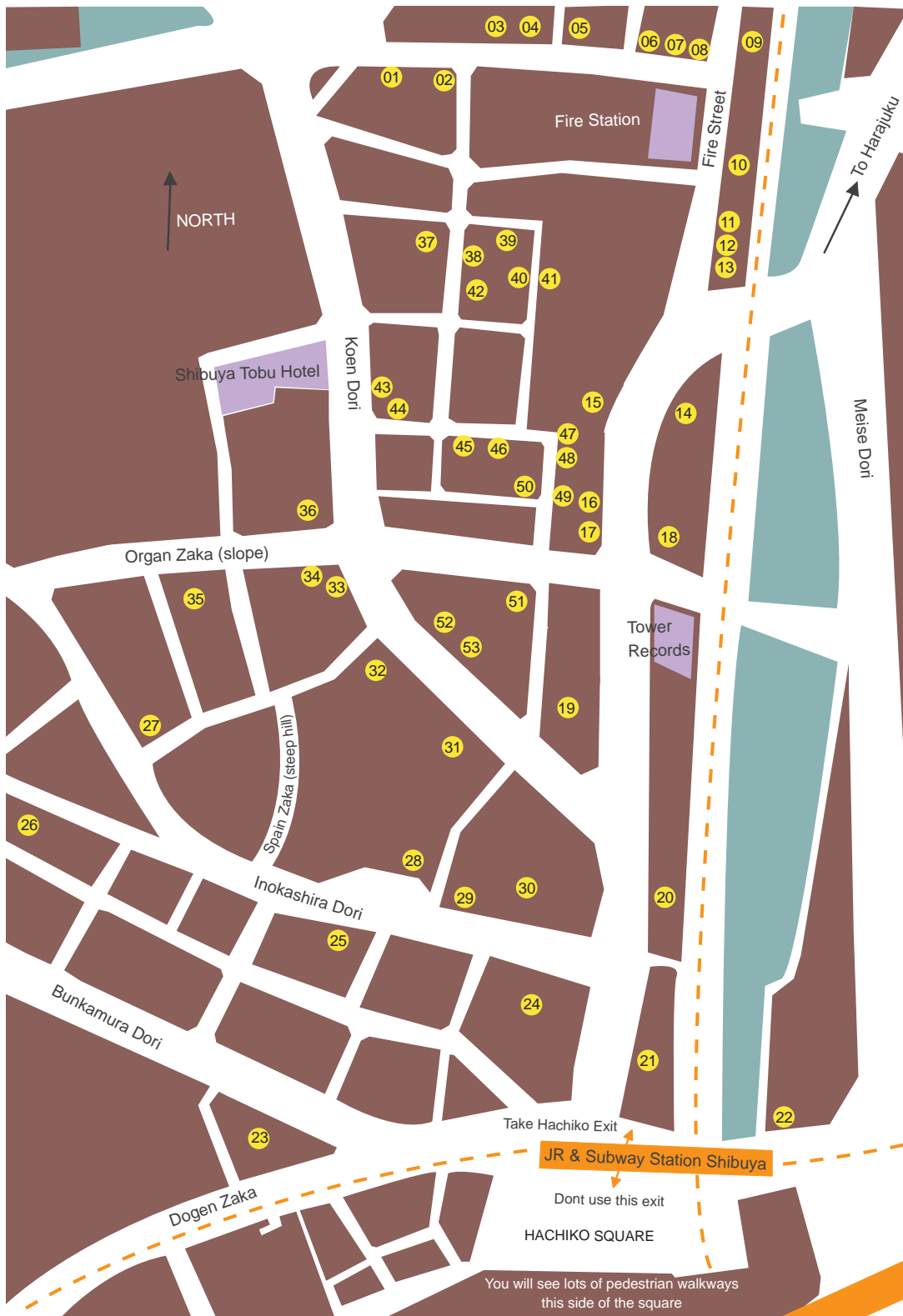
- 01 Louis Vuitton
- 02 Matsuya (Dept. store)
- 03 Mitsukoshi (Dept. store)
- 04 Kamematsu (Good shoe chain)
- 05 Geox
- 06 Prada
- 07 Zara
- 08 Lanvin
- 09 A. Testoni
- 10 Burberry
- 11 Ferragamo
- 12 Kanematzu (Shoes)
- 13 Diana Ginza (Shoes)
- 14 Adidas
- 15 Wako
- 16 Yoshinoya (Mens shoes)

- 17 Furla
- 18 Opaque
- 19 Chanel
- 20 Aquagirl
- 21 Washington (Shoes)
- 22 Kanematsu (Shoes)
- 23 Barneys New York
- 24 Longchamp
- 25 Dior
- 26 Sonia Rykiel
- 27 Bottega Veneta
- 28 Ships
- 29 Free's Shop
- 30 Beams
- 31 Alfredo Bannister
- 32 Shanghai Tang

- 33 Clarks
- 34 M0815
- 35 Christian Lacroix
- 36 Anya Hindmarch
- 37 Paule Ka
- 38 Chanel
- 39 Dunhill
- 40 Hush Puppies
- 41 Louis Vuitton
- 42 Loewe
- 43 Futabaya (Shoes)
- 44 Antepima
- 45 Etro
- 46 D&G
- 47 Celine
- 48 Max Mara

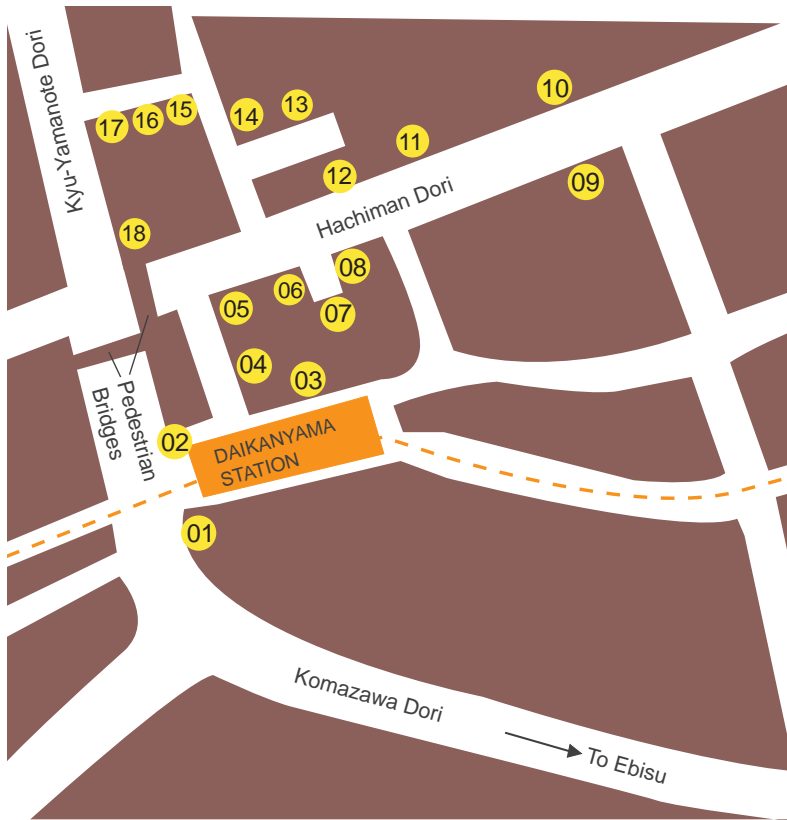
- 49 Bally
- 50 Valentino
- 51 Coach
- 52 Hermes
- 53 Diana
- 54 Printemps (Dept. store)
- 55 Printemps (Dept. store)
- 56 Sony Building
- 57 Valextra
- 58 Seibu (Dept. store)
- 59 Armani
- 60 New Hankyu (Dept. store)
- 61 Lacoste





- 01 Anateliér
- 02 Mid-West
- 03 Jornal Standard
- 04 Baggage Handlers Union
- 05 American Rag
- 06 01
- 07 Homme and A
- 08 And A
- 09 Spice & Span
- 10 Tripple Five (Bags)
- 11 Hana
- 12 Streetwize
- 13 Clarks
- 14 Shoe Bar
- 15 Bestlip
- 16 Chapter (Shoes)
- 17 Nuovo
- 18 ABC Mart (Casual/Sport shoes)
- 19 01 City
- 20 01 Young
- 21 109 (Mall)
- 22 Tokyu (Dept. store)
- 23 109 (Mall)
- 24 Seibu (Dept. store)
- 25 Zara
- 26 Parco Quattro
- 27 Tokyu Hands (DIY & handicrafts)
- 28 Loft
- 29 Coach
- 30 Seibu (Dept. store)
- 31 Seibu Moldavia (Dept. store)
- 32 Gap
- 33 Miu Miu
- 34 Parco 1 (Mall)
- 35 Parco 3 (Mall)
- 36 Parco 2 (Mall)
- 37 Beams Shibuya
- 38 Beams
- 39 Slam
- 40 Beams Boy
- 41 Margaret Howell
- 42 Bry
- 43 Boulevard
- 44 Frontier
- 45 Ships
- 46 B'2nd
- 47 Alfredo Bannister
- 48 Knox
- 49 Beams Plus
- 50 G-Star Raw
- 51 Aquagirl
- 52 United Arrows
- 53 Tiptop (Shoes)

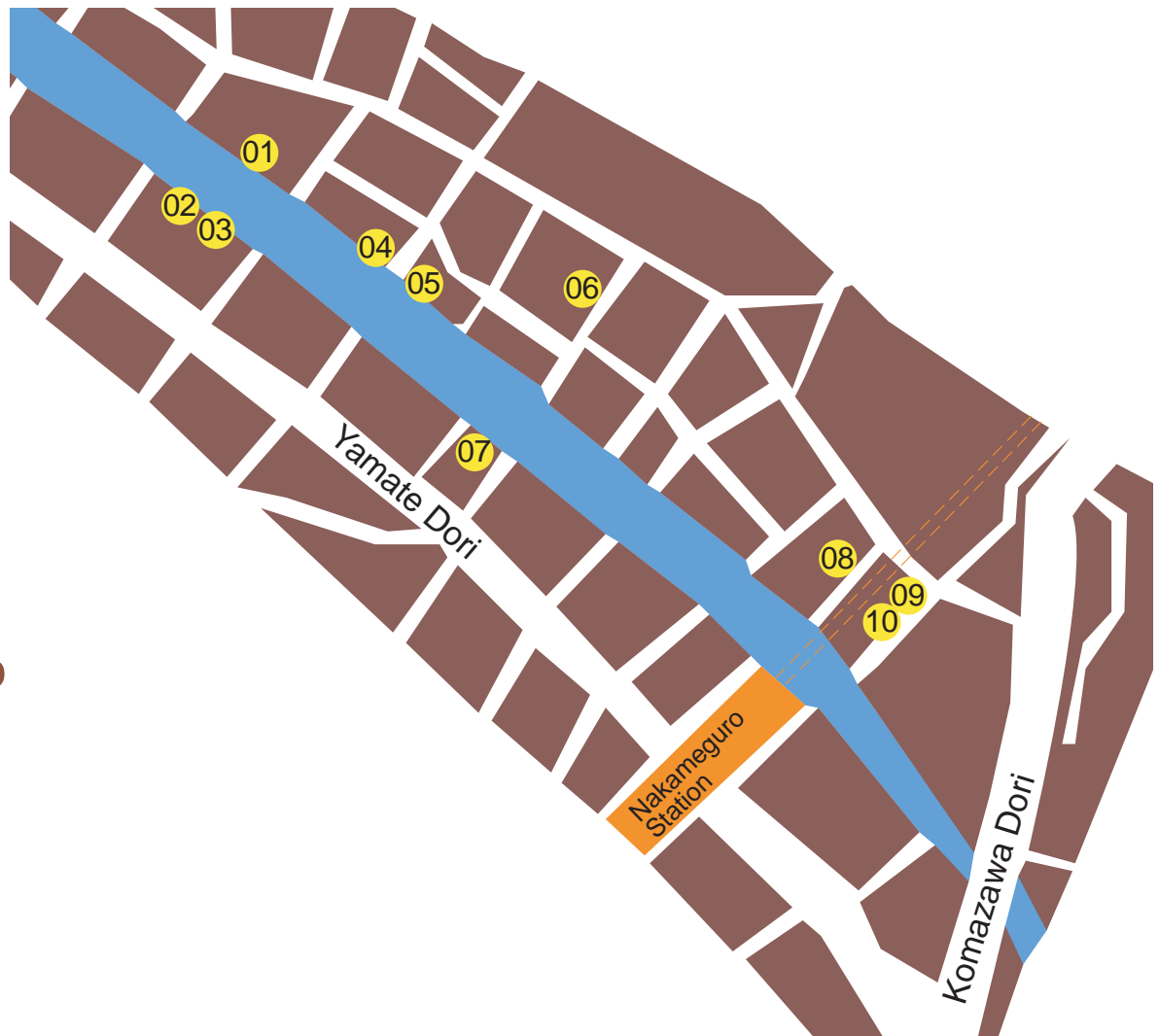
daikanyama



- 01 22nd Royal Highland
- 02 Naive Water
- 03 No Jess
- 04 Agosto (Interiors)
- 05 Viva Circus (Best shop in the area, don't miss it!)
- 06 Epoca
- 07 Trippen
- 08 The Closet
- 09 Tac Pac
- 10 La Fuente
- 11 Styles Adidas (at Studio Bee)
- 12 APC
- 13 Onitsuka Tiger Tokyo
- 14 Alfredo Bannister
- 15 Hechovitch; Alexandre
- 16 Paul Smith Pink (Womens)
- 17 Kath Kidston
- 18 Helipole

naka-meguro

- 01 Cow Books
- 02 A.P.C. Surplus
- 03 Bonanzagram
- 04 Red Clover
- 05 Carlife
- 06 Frapbois
- 07 Family
- 08 Philip
- 09 Expédition Mode
- 10 Lobby





roppongi hills

- 01 **North Tower** (Mall with links to subway Hibiya).
- 02 **Metro Hat**
- 03 **Hollywood Beauty Plaza** (Main entrance to Roppongi Hills, this mall is also connected to the subway Hibiya line).
- 04 **Mori Tower - West Walk** (Directional boutiques and restaurants line a four story atrium. The Mori Art Museum is at the top of the tower).
- 05 **Hillside** (Movie theatres and semi-open street facing the Japanese garden. Many stores and restaurants cater to oriental tastes).
- 06 **Roppongi Keyakizaka Dori** (Luxury brand stores, restaurants and expensive cafes run along this tree lined avenue).

opening hours

Monday - Sunday 11:00 - 21:00

Restaurants open until 23:00