

The Tokyo Flagship

International Retail Expansion

The Roadmap

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It Started with Denim as a Luxury

FOUNDED IN 1978 IN ITALY BY
RENZO ROSSO.

MISSION: TO STAND FOR PASSION
INDIVIDUALITY SELF EXPRESSION

CORE IDEA: TO CHALLENGE
INDUSTRY NORMS BY TREATING
DENIM AS A PREMIUM, LUXURY
PRODUCT, NOT BASIC WORKWEAR.

PHILOSOPHY CAPTURED BY THE
SLOGAN "FOR SUCCESSFUL
LIVING," PROMOTING AN IRONIC
AND PROVOCATIVE STYLE.

FOR SUCCESSFUL LIVING”

“Staying true to oneself, not taking life too seriously, and finding personal success on your own terms, often with a spirit of optimism and fun”

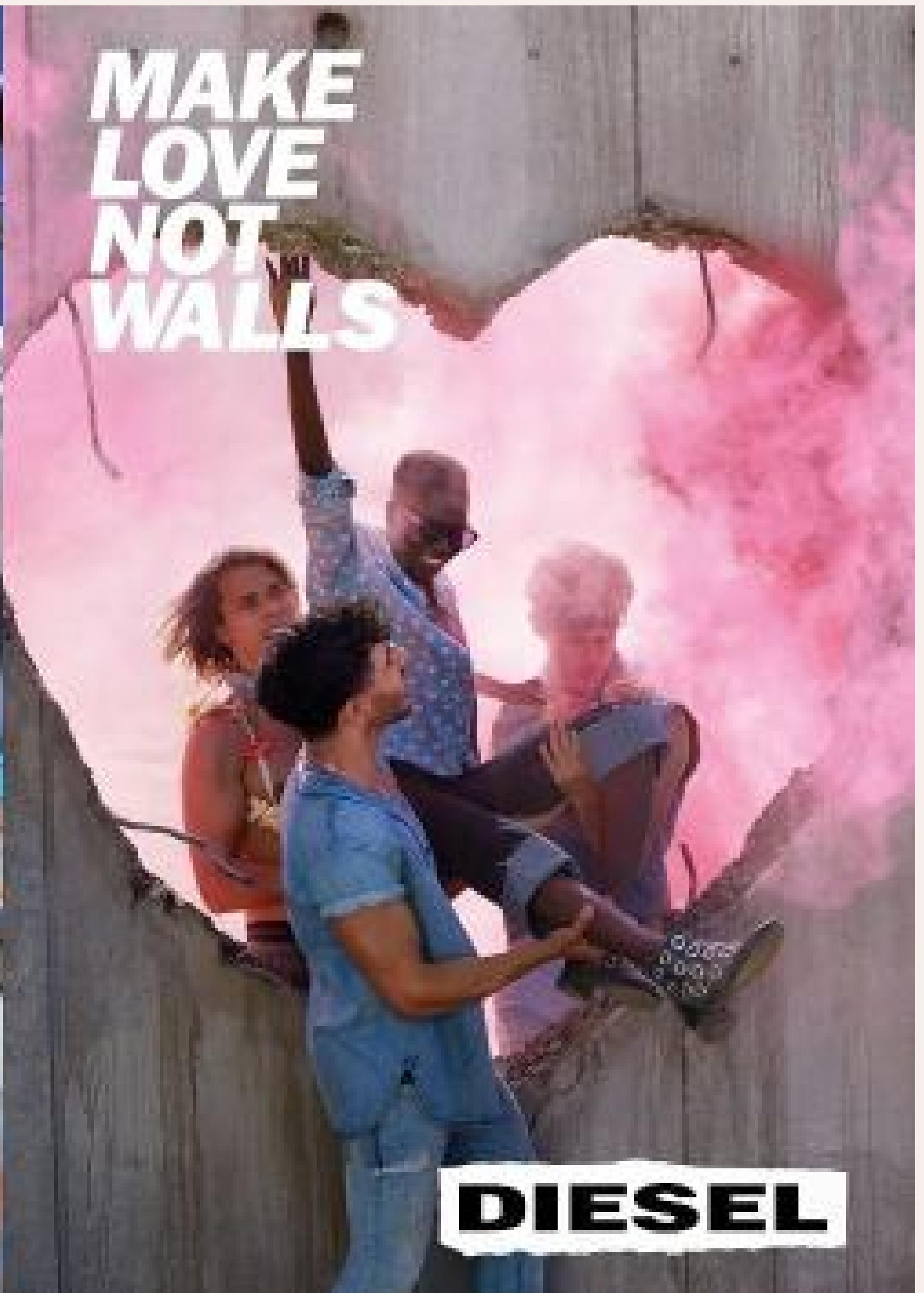
The Rise of a Rebel Icon (1980s-1990s)

Global Success Through Innovation and Attitude



PIONEERED INNOVATIVE DISTRESSED AND VINTAGE-LOOK JEANS, GIVING EACH PAIR A UNIQUE CHARACTER

BUILT A REBELLIOUS IMAGE WITH LEGENDARY, SURREAL, AND CONTROVERSIAL ADVERTISING CAMPAIGNS THAT FOCUSED ON SOCIAL COMMENTARY.



The Modern Renaissance: Meet Glen



IN OCTOBER 2020, GLENN
MARTENS WAS APPOINTED
CREATIVE DIRECTOR.

HE HAS RE-ENERGIZED DIESEL:

- Elevating Design: Infusing an avant-garde and experimental aesthetic.
- Honoring Heritage: Skillfully referencing the iconic Y2K-era archive.
- Focusing on Sustainability: Launching the “Diesel Library” of eco-friendly core pieces.



Diesel is capturing a New Wave of Cultural Relevance

- Glenn Martens' revival has made Diesel a critical and commercial success, regaining its "cool factor."
- This creative momentum creates a perfect opportunity for a bold business move.
- The brand is now ready for a major physical statement to cement its revitalized global status and capture a new generation of consumers.

TOKYO

A Market Uniquely Tuned to the Diesel DNA

APPRECIATION FOR PREMIUM DENIM

Japanese consumers value high-quality, durable craftsmanship—perfectly aligning with Diesel's core product and heritage

THE IDEAL AUDIENCE FOR MARTENS' VISION

The market's unique fusion of respecting brand tradition while embracing forward-thinking trends makes it the ideal audience for Martens' blend of archive and avant-garde

A CULTURE OF IN-PERSON EXPERIENCE:

Japanese shoppers continue to value the physical retail experience, creating an opportunity for an immersive brand hub.

More Than a Store, It's a Global Power Move

ELEVATE BRAND PRESTIGE

A flagship in a prime Tokyo location serves as a powerful global statement, solidifying Diesel's return to the top tier of fashion.

GATEWAY TO THE ASIAN MARKET

Success in Japan can serve as a launchpad for broader expansion, leveraging "Cool Japan" cultural influence.

CAPTURE THE NEXT GENERATION

An architecturally significant destination will attract younger luxury consumers and create deep brand loyalty in a stable, resilient market.

CALVIN KLEIN

2025

The American brand is set to open its largest lifestyle store in Tokyo's Harajuku district, aiming to create a cultural and commercial destination.

COLUMBIA

2025

The outdoor and sportswear brand is opening its largest flagship store in Japan in Harajuku, offering an extensive product lineup.

LOUIS VUITTON

2021

The French maison renovated and reopened its iconic Ginza boutique, showcasing a commitment to providing an exceptional physical retail experience.

GUCCI

2021

The Italian luxury giant opened its second flagship store in Ginza, reaffirming its long-standing commitment to the Japanese market.

FENDER

Recent Years

The iconic guitar brand opened its world-first flagship store in Harajuku, expanding beyond musical instruments into fashion and lifestyle.

PLAN C

2023

This Italian luxury brand, known for its contemporary designs, opened a new flagship in the prestigious Ginza Six complex in Tokyo.

BELSTAFF

Recent Years

The British heritage brand inaugurated its first Tokyo flagship in Ginza Six, marking a significant step in its international expansion.

JORDAN

Recent Years

Nike's Jordan brand chose Tokyo for its second worldwide flagship location, highlighting the city's importance in global streetwear culture.

The Why? Decoding the Japanese Consumer

The influx of flagship stores is a direct response to the unique characteristics of the Japanese consumer and the country's resilient luxury market. Despite a global shift towards e-commerce, Japanese shoppers continue to value the in-person retail experience. This preference is rooted in a culture that appreciates high service standards and the opportunity to physically interact with products.

QUALITY & CRAFTSMANSHIP

Japanese consumers possess a discerning eye for quality, durability, and the story behind a product. They are known to invest in timeless pieces and value meticulous construction, a trait that aligns perfectly with luxury and high-quality brands.

HIGH PURCHASE POWER

Japan is the world's fourth-largest economy with a large consumer base possessing significant disposable income. This economic stability makes it an attractive market for premium and luxury goods.

BRAND LOYALTY

Once a connection is established, Japanese consumers are known for their deep brand loyalty. Building trust through consistent quality, authentic storytelling, and exceptional customer service can lead to long-term relationships.

BLEND OF TRADITION/TREND

The Japanese market is a unique fusion of deep-rooted traditions and a forward-thinking embrace of new trends, creating a dynamic fashion landscape. This allows brands with a strong heritage to thrive alongside contemporary labels.

SELF-REWARD MENTALITY

Unlike in some other markets where luxury is a status symbol, Japanese consumers often purchase high-end goods as a personal reward, valuing the intrinsic quality and uniqueness of the product.

The Gains? What Brands Achieve in the Japanese Market

ELEVATED BRAND PRESTIGE

A flagship store in a prime location like Ginza or Omotesando or Harajuku serves as a powerful statement, enhancing a brand's global image and reputation. Success in the discerning Japanese market is often seen as a benchmark for quality and desirability worldwide.

STABLE MARKET

Despite global economic fluctuations, Japan's luxury market has shown remarkable resilience and is on a growth trajectory. Japanese consumers contribute a significant portion to the global profitability of many luxury brands.

CUSTOMER CONNECTION

Physical stores allow brands to create immersive experiences that foster a deeper connection with customers. In a market that values personalized service, the one-to-one interaction in a flagship setting is crucial for building lasting loyalty.

GATEWAY TO ASIAN MARKET

A successful presence in Japan can serve as a launchpad for broader expansion across Asia. The "Cool Japan" cultural influence can create a halo effect for brands that resonate with Japanese consumers.

CULTURAL FUSION

Brands are increasingly incorporating Japanese aesthetics and craftsmanship into their store designs and even their products. Calvin Klein's new flagship, for instance, will blend the brand's minimalist style with traditional Japanese materials and artistry. This fusion can lead to innovative retail concepts and exclusive collections that appeal to both local and international audiences.

YOUNGER BUYERS

By creating engaging and architecturally significant retail spaces, brands like Louis Vuitton and Gucci aim to capture the attention of a younger generation of luxury consumers. These flagships are designed to be more than just stores; they are cultural destinations.

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To capture a market that demands depth, we cannot just open a store. We must open a temple. We have secured 'The Iceberg'—a landmark Harajuku structure that physically mirrors our brand philosophy: What you see on the surface is only the beginning.

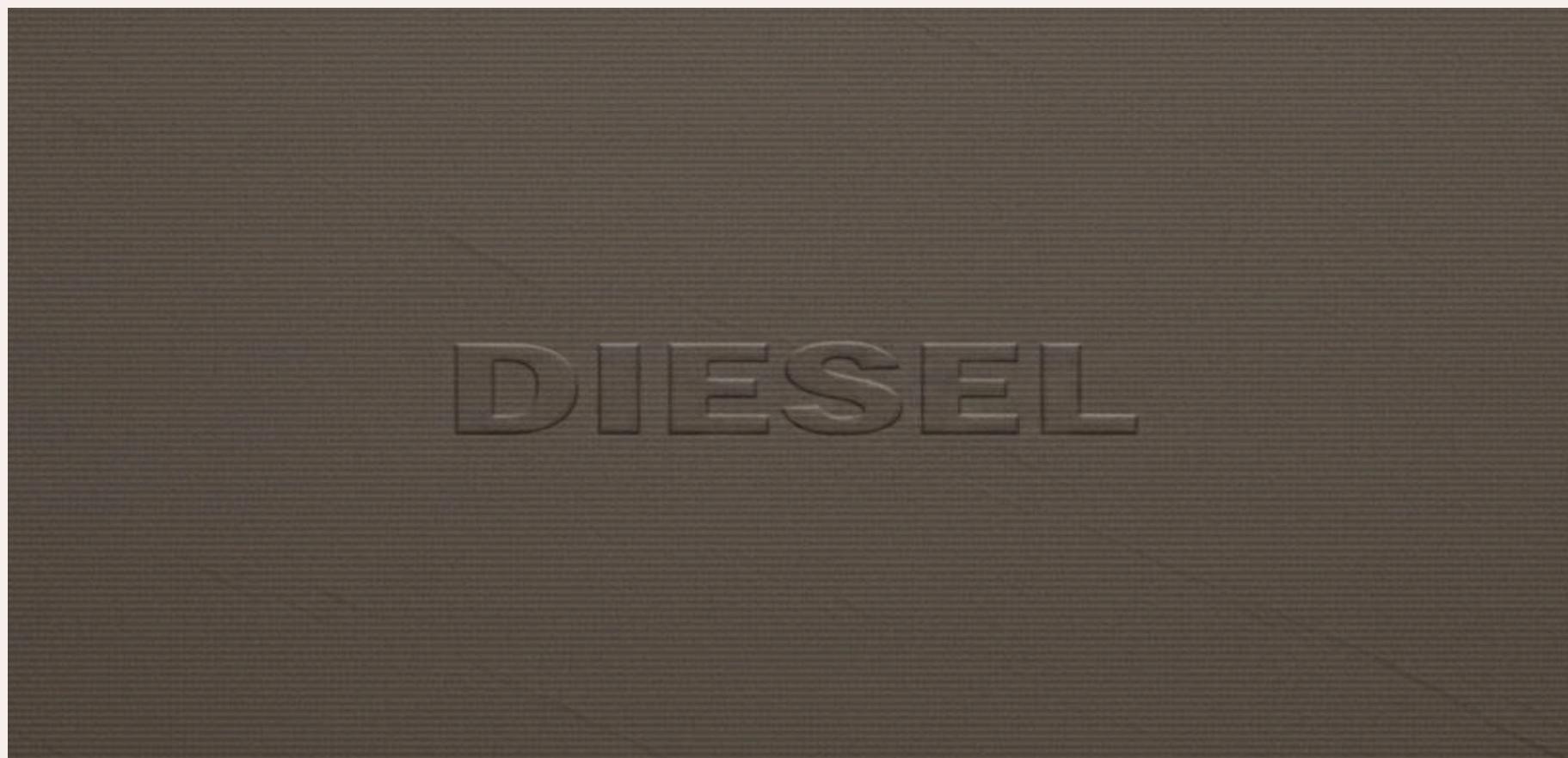
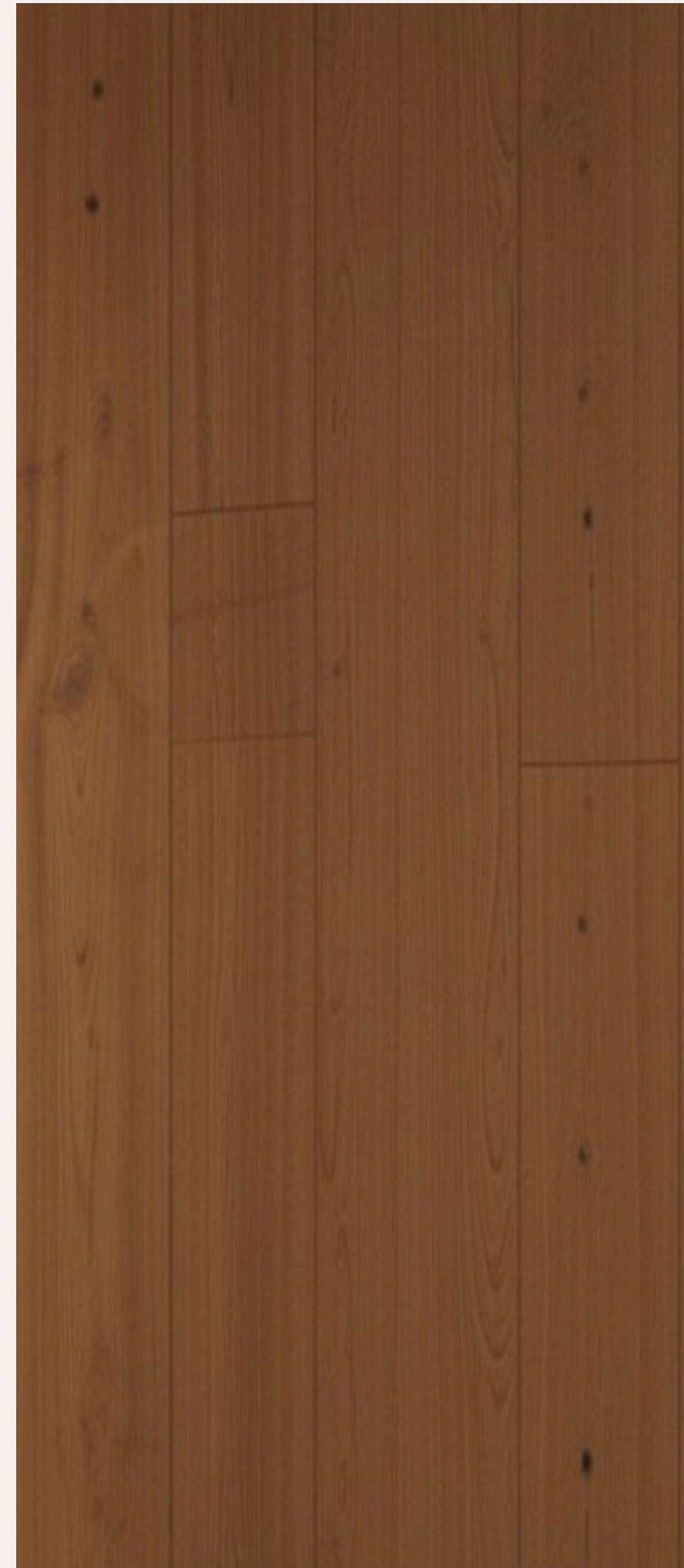
THE BRAND TEMPLE

10% SURFACE
90% SOUL

The public sees the rebellious product (The Surface).
But beneath lies the Italian heritage, the craftsmanship,
and the culture (The Submerged). This flagship brings
the hidden 90% of the Diesel DNA to the surface.



A Hub for Culture, Community, and Commerce



- The Tokyo flagship will be more than a retail space. It will be an immersive brand experience.
- A venue for art, music, and local creative collaboration, embodying the "For Successful Living" ethos.



High-velocity retail in a gallery setting.

DIESEL

TOKYO



The 'Cash Wrap' is reimagined as a sculptural anchor carved from rough-hewn stone, grounding the ethereal glass structure in raw nature.



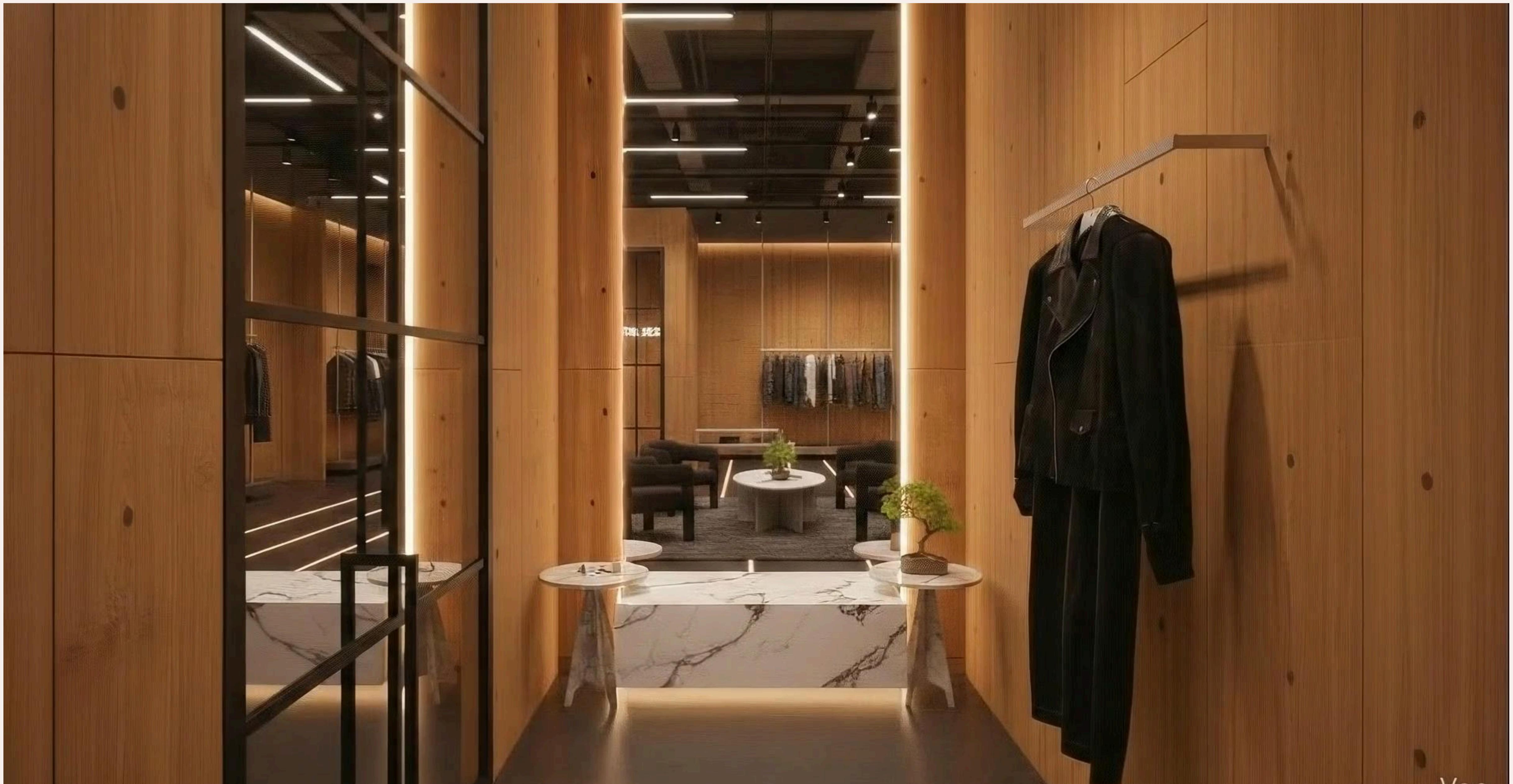
Packaging is designed as a “mobile billboard” for the streets of tokyo - sustainable, durable and designed to be reused, turning customers into brand ambassdors.



Shoes and bags are presented on illuminated shelving systems.



Optimized for the 'Fit Check.' Lighting and backdrops are designed specifically for social sharing, instantly connecting the physical trial to the digital conversation

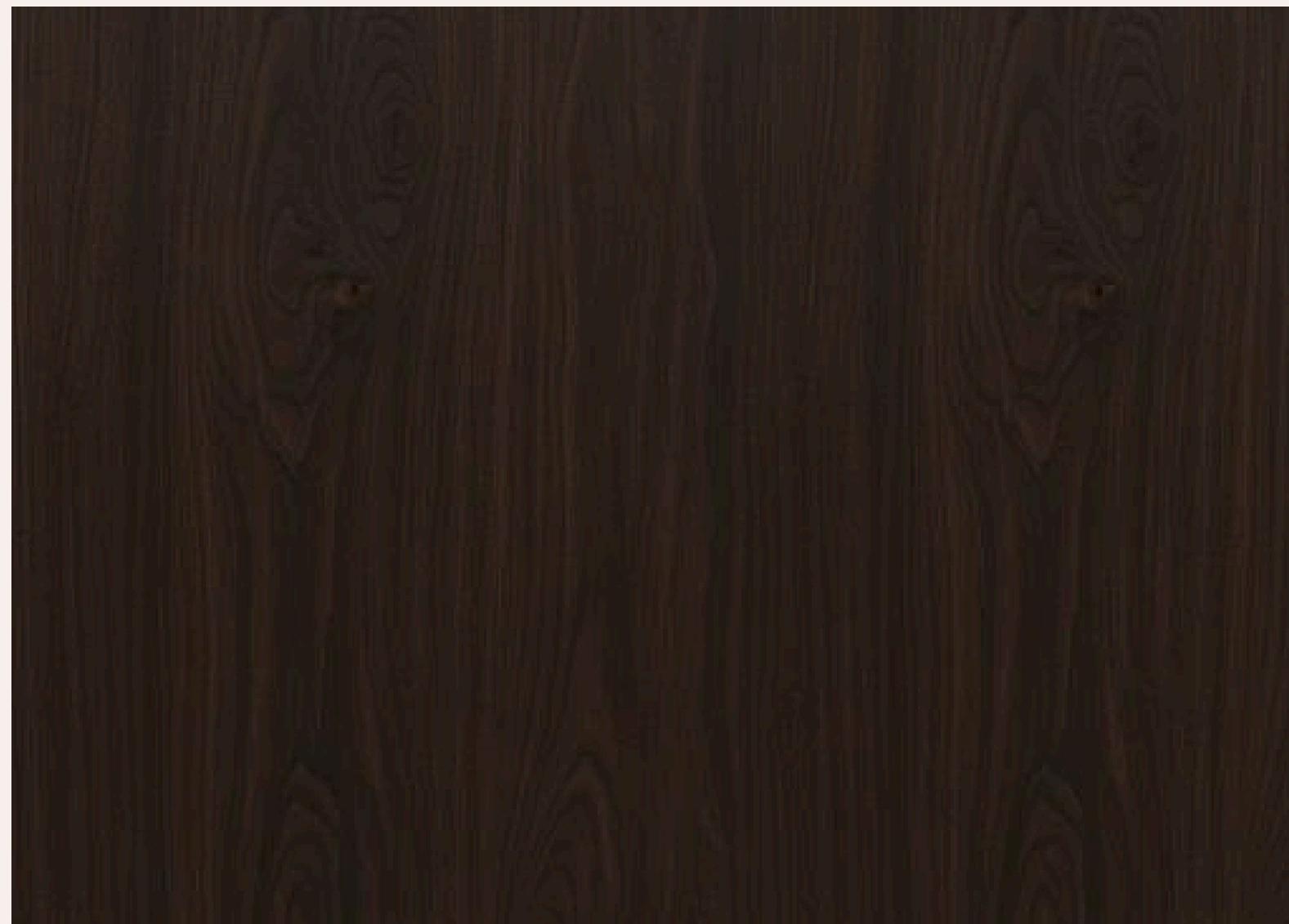
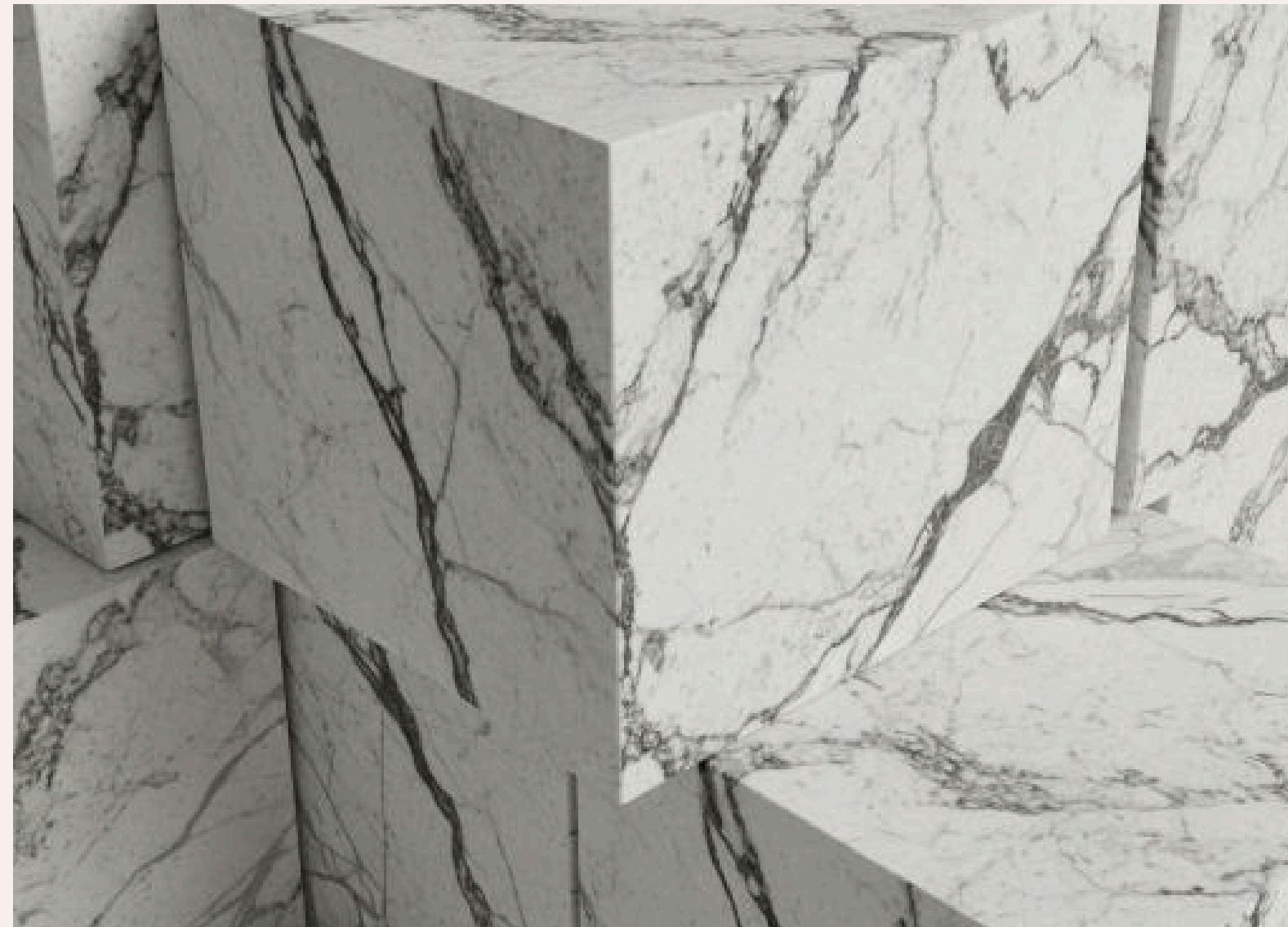


Neutral backdrops and illuminated mirrors for peek fitting sessions.



Staff are not just sales associates; they're curators. Uniforms are drawn from current utilitarian collections, blurring the lines between staff and fashion forward clientele.

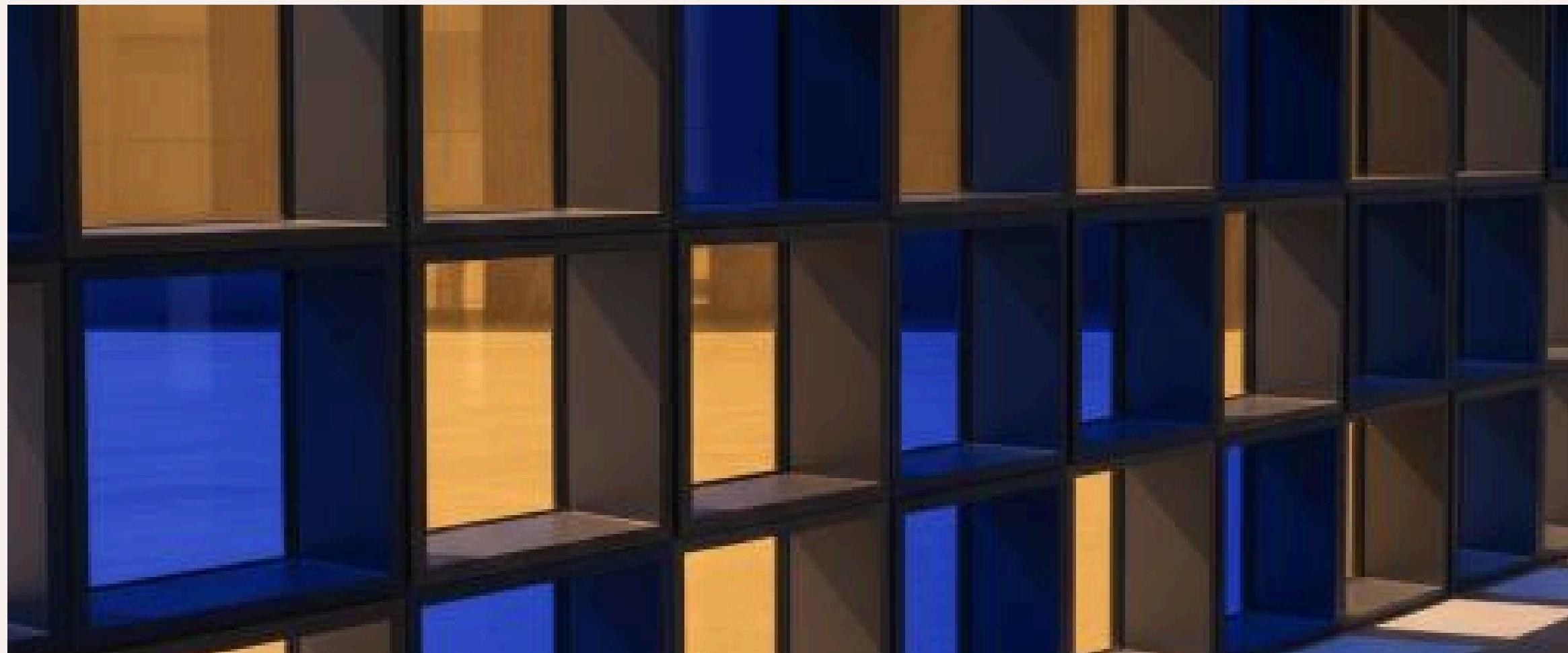
Texture Board: Cafe 1978





Floor 2
Richer textures replace raw concrete and wood. Warm lighting and gold accents frame the brands premium capsule lines.

PALETTE: Distressing Playground



Creating a creative and playful environment while still balancing the



Denim Lab: A glass-walled 'theater of craftsmanship' where customers co-create with artisans via laser distressing and vintage repair—turning the circular economy into a personalized luxury experience.

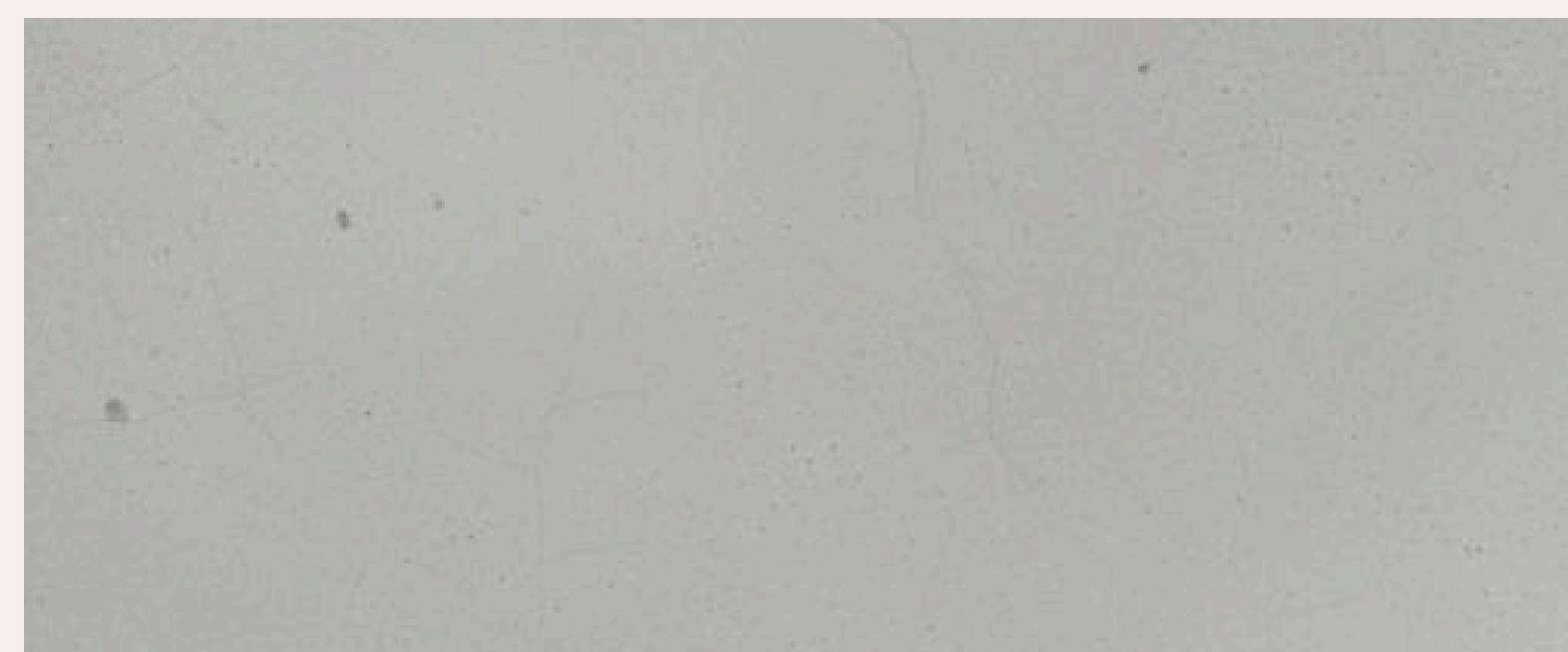
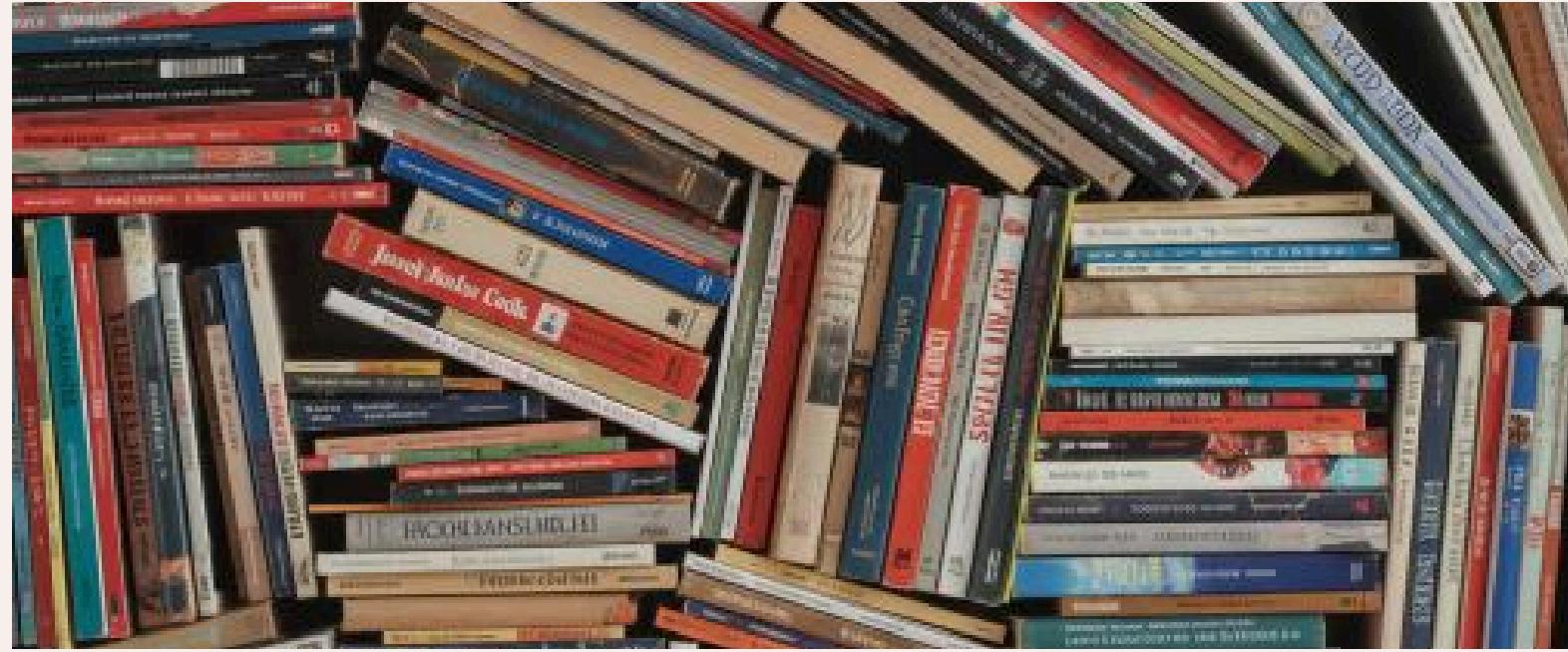


The interior of the artisan cube.



Vaccum sealed take home packaging.

PALETTE: COMMUNITY WARMTH Cafe 1978



Balancing the brutalism of Tokyo concrete with the warmth of Italian walnut and distressed leather. A space designed to encourage lingering.



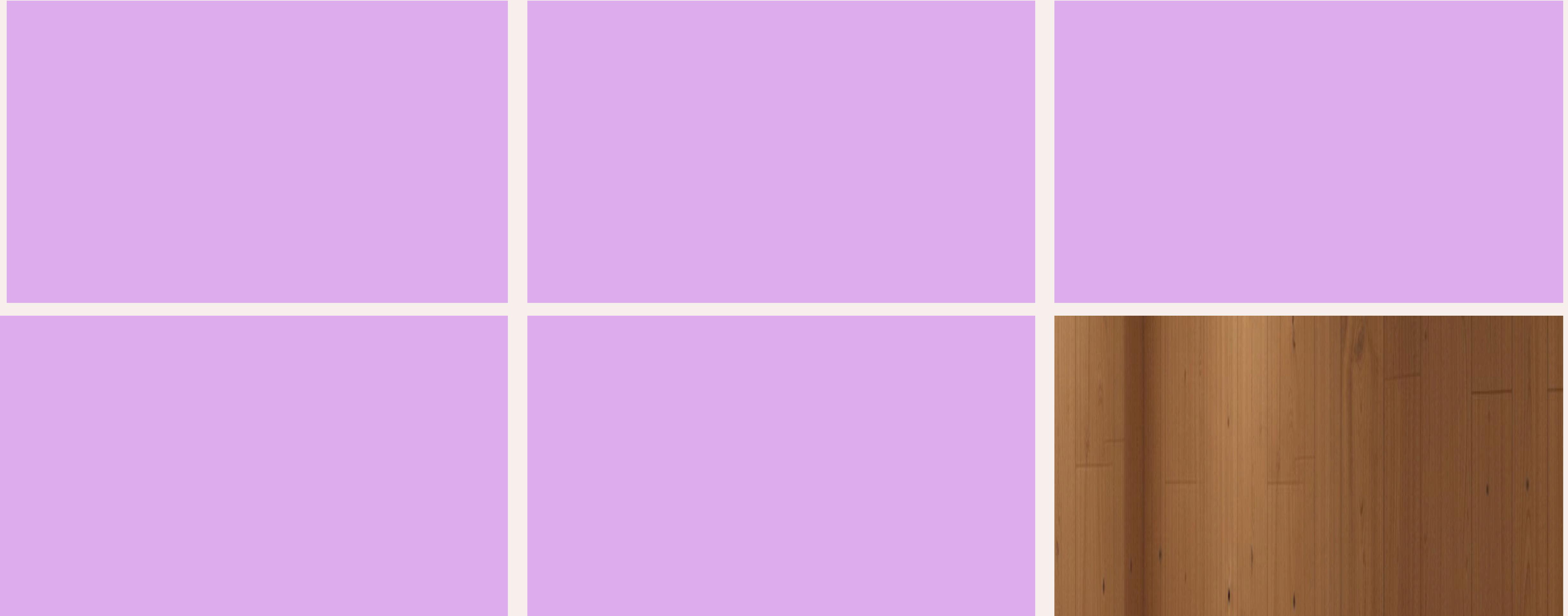
Floor 5: The Archive and Cafe 1978

A curated library of the brands visual history, and cafe for coworking, named after the brands founding year.



Napkins will feature prints of the brands most controversial campaigns.

PALETTE: KINTSUGI & ICE - Brand Restaraunt



The hardness of industrial materials is broken by gold 'Kintsugi' joinery—the art of precious repair—contrasted against the cold, translucent textures of the ice bar.



Floor V - Ghiaccio ice bar, and premier dining.
Reservations are prioritized for top-tier clients.



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A monolithic bar constructed from molded glass, internally cooled to appear perpetually frozen. A visual anchor that reinforces the 'Iceberg' concept while serving as the social heart of the building.

Standard Cup, Pint, Wine glass, champagne flute, margarita glass



High quality denim lab napkins and placemats.

For Successful Global Living

DIESEL IS AT THE PEAK OF ITS CREATIVE RESURGENCE.

A TOKYO FLAGSHIP IS THE NECESSARY STRATEGIC MOVE TO CAPITALIZE ON THIS MOMENTUM.

IT WILL DEEPEN OUR CONNECTION WITH A KEY CONSUMER BASE, ELEVATE OUR GLOBAL PRESTIGE, AND DEFINE THE BRAND FOR THE NEXT GENERATION.
