

## 「東急プラザ表参道原宿」、「表参道ヒルズ」、「ラフォーレ原宿」の3館合同施策

# 「ファッションの街」としての情報発信、 訪日外国人向け、表参道・原宿タウンガイド『MORE GUIDE』を制作

この度、「東急プラザ表参道原宿」、「表参道ヒルズ」、「ラフォーレ原宿」の3館合同で、訪日外国人向けの表参道・原宿タウンガイド『MORE GUIDE』を制作しましたことをお知らせ致します。

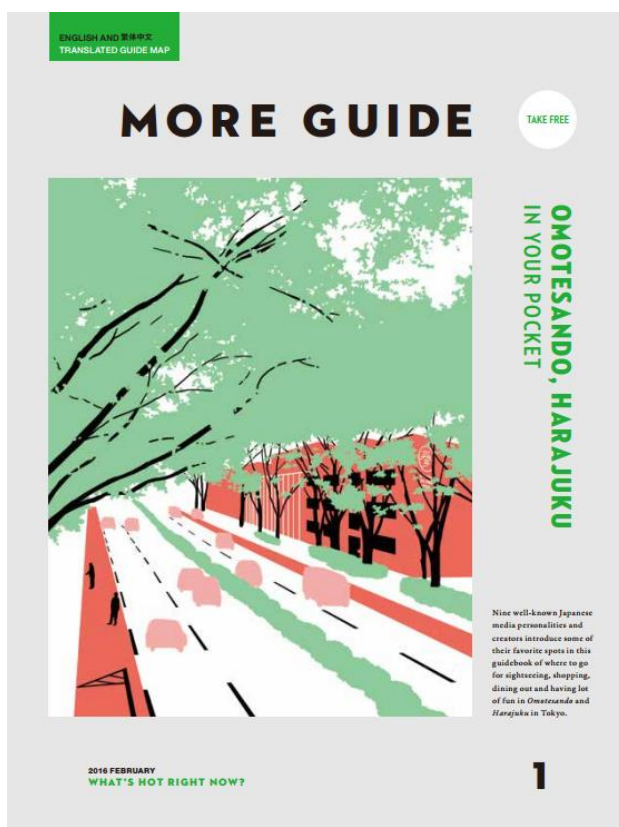
昔から表参道・原宿には様々なファッションが凝縮されており、ファッション業界はもとより一般的にも広く「ファッションの街」としての役割を果たしてきました。表参道、明治通り、キャットストリート、竹下通りなど、通りを歩けば目まぐるしく変わる「ファッション」の様相は、いつでも刺激に溢れ、訪れる方を楽しませてくれています。

また、2015年には、海外から日本を訪れる方が1,900万人を超え、様々な国と地域から表参道・原宿を訪れる方もますます増加しています。この環境の中で、表参道・原宿の強みである「ファッションの街」を、訪日外国人の方にも同じように楽しんでもらうための情報発信として、3館合同で『MORE GUIDE』を制作致しました。3館が合同で訪日外国人向けのタウンガイドを制作するのは今回が初の取り組みとなります。

『MORE GUIDE』は、多種多様なファッションが揃う表参道・原宿のリアルな面白さを、9名の水先案内人の方にご紹介いただく構成となっており、表参道・原宿の良いところを、それぞれの個性的な視点で切り取っています。

水先案内人は、ファッション業界を中心に様々な分野で活躍される方で、「FASHION」、「RELAX PLACE」、「OMIYAGE」、「SWEETS SPOT」、「JAPANESE TEA」、「OMOHARA ART TRIP」、「THE LANDMARK」の7つのカテゴリーでまとめられています。

今後も3館で連携し、表参道・原宿の「ファッションの街」における様々なコンテンツを、インフルエンサーによるキュレーションで、訪日外国人の方に向けて定期的に配信していく予定です。



### ■『MORE GUIDE 1』水先案内人

- ・大崎 安芸路(雑誌『Soup.』編集長)
  - ・清川あさみ(アーティスト/アートディレクター)
  - ・GENKING(タレント/モデル)
  - ・中村貞裕(株式会社 TRANSIT GENERAL OFFICE 代表取締役社長)
  - ・HELLO SANDWICH(グラフィックデザイナー/アーティスト)
  - ・浜田英明(カメラマン)
  - ・淀川美代子(『ku:ne!』編集長)
  - ・ラブリ(モデル)
  - ・渡辺直美(タレント)
- ※五十音順

### ■『MORE GUIDE』媒体概要

- 【体裁・頁数】A5 変型判(H180×W148)、本体 16 頁
- 【発行部数】4 万部
- 【言語】英語、中国語(繁体字)
- 【発行日】2016年2月1日
- 【価格】無料
- 【配布先】東急プラザ表参道原宿、表参道ヒルズ、ラフォーレ原宿、渋谷および原宿の観光案内所、その他ホテル など


Discover all things fashionable.

MORE GUIDE | FASHION


## Wardrobe Wonders

Catch the new fashion.

Everything that catches your eye in this town is fresh, new fashion! Come and find some exciting styles here in this hot spot that has its finger on the pulse of Japanese fashion and constantly changes with the times.



**原宿は世界一  
流行時尚城市。  
recommended by  
Lorell**




**QUICO**  
From interior goods to fashion accessories sourced by the name! from around the world. Featuring many exciting items, each and every one is made from luxury fabric with a wonderful feel. You can enjoy shopping in Quico's relaxed atmosphere.  
店內豊富な商品・様々な流行アイテム、高品質な素材を使用したアイテム、選りすぐりのファッション雑貨、小物など幅広く、お客様に寄り添ったサービス。

**A shop brimming with style that will catch your fancy.**

● 1-10-15 Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3484-0092  
● 12:00 - 20:00

發現最新潮的時尚潮流。

A great lineup of exciting items.




**WALL**  
recommended by **MELLO SANDWICH**  
Based on the "harajuku" concept of youthful exuberance and vitality, MELLO creates a range of creative, up-and-coming items. Their clothing and accessories are really distinctive. They have so many unique items that you can't find anywhere else.  
原宿をイメージした、個性あふれるアイテムのコレクション。個性あふれるデザイン、流行を先取りしたアイテムが特徴。他店では見かけないアイテムが豊富。

**OPENING CEREMONY**  
recommended by **GENEING**  
A homogenous line-up of artistic and unique items, from Japanese brands to brands from around the world. With a shop that gets the latest each time! go there. What's like is that it has a wide range of items - not just fashion apparel!  
日本産から海外産まで、個性あふれるアイテムが豊富。最新潮、最新のファッションアイテム、流行を先取りしたアイテムが特徴。他店では見かけないアイテムが豊富。

● 5-2-8, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3484-8330  
● 11:00 - 21:00


You can discover a style just for you.



**Idea by SOSU**  
recommended by **ANZO OKANO**  
A select boutique featuring sophisticated, cutting fashion inspired by the concepts of "idea, inspiration and creation" set in a space that reflects these ideas. These goods, made to order and other items that I can buy only here are charming!  
「アイデア、インスピレーション、創造」のコンセプトをテーマにした、個性あふれるアイテムのコレクション。他店では見かけないアイテムが豊富。

● 2F, Omotesando Hills, A-12-10, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3483-3400  
● Mon - Sat 11:00 - 21:00 Sun 11:00 - 20:00

You are sure to find new things.



**niko and ... TOKYO**  
recommended by **SASABURO NAKAMURA**  
In addition to apparel, accessories and furniture, the shop has a cafe. The shop theme changes every 80 days, so every time visit, discover new things. It's also a great place for meeting and enjoying delicious coffee!  
衣類からアクセサリー、家具まで、常時80日ごとにテーマを変えて開催。毎週新しいテーマで、お客様と楽しくお話しできる空間が魅力。

● 1F, 2F, 12-20, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3772-3324  
● 11:00 - 22:00

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ページ例 1


An oasis in a very fashionable town.

MORE GUIDE | RELAXED PLACE


## RELAXED PLACE

An oasis in Harajuku.

Perfect for a break when you go shopping—and also a great place to start your day. Introducing this hidden spot in Omotesando/Harajuku, where you can be relaxed while away the hours.



**Omohara no Mori is an oasis in Harajuku.  
神楽坂の森は大人の隠れ家。  
recommended by  
Mello Sandwich**



**A rooftop garden where you can truly sense the four seasons of Japan.**

**OMOHARA NO MORI (Forest)**  
In addition to Starbucks, there are benches where you can relax. Another great feature is the view of Mt. Fuji on a clear day! I don't think there's another rooftop in Tokyo so cozy as this!  
 Starbucks だけでなく、寛げるベンチ、四季の景色、大規模な観望台など、ぜひ一度訪れてほしいの場所。富士山も、1年を通して見ることができ、神楽坂の森は大人の隠れ家。

● 6F TOKYO PLAZA OMOTESANDO HARAJUKU, 4-30-1, Jingumae, Shibuya-ku, Tokyo  
● 4F TEL: 3482-2416  
● 8:30-21:00 (opening time differs by season)


神楽坂街中の大人の隠れ家。

uzna omom b one

recommended by **MICHAEL NAKAMURA**  
You can eat special, fresh pan cakes in the all glass-walled cafe. It's a 1st level, intimate cafe, where you can be relaxed. Enjoy "omom b one".  
全ガラスの壁が特徴的なカフェ。新鮮な食材を使用した特別なパンケーキ。1階のガラス壁が特徴的なカフェ。リラックスして楽しむことができます。

● 1-11-17,4, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-627-2779  
● Thu - Fri 12:00 - 20:00, 19:00 Sat & Sun 11:00 - 19:00  
11:00 - 20:00, 19:00


Being relaxed at a pan cake cafe, feeling sun light falling through trees.



**THE ROASTERY**  
recommended by **GENEING**  
Newly Coffee takes pride in serving single-origin coffee. This is a full-fledged coffee shop featuring a coffee roaster relocated from the main branch. It's recommended the San Marco city coffee that won the Cup of Excellence (COE) award in Honduras.  
Newly Coffee こだわりのシングルオリジンコーヒー。本格的な焙煎機を移設した全ガラスの壁が特徴的なカフェ。本格的な焙煎機を移設した全ガラスの壁が特徴的なカフェ。本格的な焙煎機を移設した全ガラスの壁が特徴的なカフェ。

● 1-17-13, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3483-3768  
● Mon - Sat 10:00 - 21:00 Sun & Public Holiday 10:00 - 21:00


An open space where the paths of regular customers and tourists cross.



**La Fee Delouse**  
recommended by **LORELL**  
Enjoy traditional gallettes for lunch or dinner. Located in a quiet place just off the main street, La Fee Delouse is a place where you can enjoy a relaxing moment. The gallettes you can enjoy at this adorable cafe are just wonderful. (don't go there on the street!)  
伝統的なガレットをランチやディナーに楽しむことができます。メインストリートから少し離れた静かな場所にある La Fee Delouse は、リラックスできる空間が魅力。この可愛いカフェで楽しむガレットは本当に素晴らしい。(ストリートには行きません!)

● 1-17-13, Jingumae, Shibuya-ku, Tokyo  
● TEL: 03-3483-4048  
● Mon - Fri 11:30 - 22:00, Sat 12:00-22:00, Sun & Public Holiday 11:30 - 22:00, 21:30

Genuine gallettes that you can savor in a quiet back-street location.



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ページ例 2

Profiles of nine people who know Omotesando/Harajuku like the back of their hand.

九位熟悉原宿與原宿行家的個人簡歷。

P I L O T A G E L I S T

**MORE GUIDE | PILOTAGE LIST**


## PILOTAGE LIST

**Profiles.**

The pilots who introduced us to these secluded spots.  
 We'll introduce their profiles to you.

- 1 HELLO SANDWICH
- 2 SADAHIRO NAKAMURA
- 3 MIYOKO YODOGAWA
- 4 ASAMI KIYOKAWA
- 5 LOVELI
- 6 HIDEAKI HAMADA
- 7 AKIKI OSAKI
- 8 NAOMI WATANABE
- 9 GENKING


P I L O T A G E L I S T



**HELLO SANDWICH**

Australian craft artist, designer, photographer and blogger based in Tokyo. She worked at Vogue magazine for 11 years, most recently in the position of Deputy Art Director of Vogue Living.


WEB SITE <http://www.hellosandwich.blogspot.jp/>  
 Instagram <https://www.instagram.com/hellosandwich/>



**ASAMI KIYOKAWA**

Famous fame for her original works incorporating photographs and embroidery thread. In 2016 will hold a new exhibition marking 15 years of creative activity.


WEB SITE <http://www.asamikiyokawa.com/>  
 Instagram [https://www.instagram.com/asami\\_kiyokawa/](https://www.instagram.com/asami_kiyokawa/)



**AKIKI OSAKI**

CEO of the Roster Co., Ltd. media production company with its office in Harajuku. Editor in chief of women's fashion magazine zine, editor in chief of the magazine's new website.


IG [https://twitter.com/roster\\_magazine](https://twitter.com/roster_magazine)  
 Instagram [https://www.instagram.com/roster\\_magazine/](https://www.instagram.com/roster_magazine/)



**SADAHIRO NAKAMURA**

CEO and President of Travel General Office Inc. A broadcaster who has developed several popular radio, including sign and billboard. He has the best broadcast in the world and other big name restaurants.


WEB SITE <http://www.banaii.web.com/>  
 TWITTER <https://twitter.com/gosakama>



**LOVELI**

After doubling as a television reporter, worked as a model on a magazine for 11 magazines. Left magazine last year and currently works for various magazines and TV programs.


TWITTER <https://twitter.com/loveli1>  
 Instagram <https://www.instagram.com/loveli1/>



**NAOMI WATANABE**

Born in 1987 in Saitama Prefecture. Solo female performer and stand-up comedian. Currently active as the producer of the PUNKISH fashion brand.


TWITTER [https://twitter.com/watanabe\\_naomi](https://twitter.com/watanabe_naomi)  
 Instagram <https://www.instagram.com/watanabenaomi1987/>



**MIYOKO YODOGAWA**

A leading Japanese editor-in-chief of the fashion lifestyle magazine for women in their 30s. Former editor-in-chief of several well-known Japanese women's magazines including OVA, ZIP and OZMA.


WEB SITE <http://www.yodogawa.co.jp/>  
 TWITTER <https://twitter.com/yodogawamiyoko>



**HIDEAKI HAMADA**

At the age of 36, reinvented himself from a designer to a freelance photographer. Worked in magazines such as Kinokuniya. Also active in domestic magazines, advertising and other areas.

WEB SITE <http://www.hideakihamada.com/>  
 Instagram <https://www.instagram.com/hideakihamada/>



**GENKING**

Made a grand debut in Instagram field of painting the paintings on luxury brand bags and shoes attributed to many attention from the people in the industry.

WEB SITE <http://www.genking.net/>  
 Instagram [https://www.instagram.com/genking\\_j/](https://www.instagram.com/genking_j/)

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