

**Press Release**

3rd May 2019  
For Immediate Release

**INSPIRATION STORE at SMRT Orchard Xchange**  
**Fifth seasonal theme: “TO TOKYO” (3<sup>rd</sup> May to 31<sup>st</sup> Jul 2019)**

SINGAPORE – 3<sup>rd</sup> May 2019, East Japan Railway Company (JR East) is pleased to launch its fifth seasonal pop-up, “TO TOKYO”, in the INSPIRATION STORE at Orchard Xchange. Conceptualised as a multi-sensory platform to showcase various Japanese themes and displays over a period of nine months in the basement of Orchard Xchange in Orchard MRT station, this new installation is an invitation to Tokyo-lovers in Singapore to create new memories with and in the eclectic capital city. In conjunction with the KISS, TOKYO campaign in Japan, “TO TOKYO” aims to be the bridge to bring Japan-lovers in Singapore to Tokyo, both figuratively and literally.



*KISS, TOKYO Logo*

**KISS, TOKYO**

KISS, TOKYO is an ongoing campaign in Japan aimed to promote worldwide love for the beloved capital city, Tokyo. Inspired by the iconic I♥NY slogan, corporations and popular brands in Japan have started incorporating this image into their merchandise and social media, turning KISS, TOKYO into an icon in its own right.

**TO TOKYO**

Being the first and only Singaporean brand to participate in the KISS, TOKYO campaign, the INSPIRATION STORE will unveil its own rendition of the design through its fifth seasonal installation, TO TOKYO. The key idea behind this pop-up is to connect the local community TO TOKYO through the creation and exchange of popular culture, as seen in the key highlights below.



*TO TOKYO Logo*

**Key Highlights**

■ **Tokyo Magazine Stand**



*Tokyo Moving Round*



*Time Out Tokyo*

The INSPIRATION STORE will be stocked with the latest bilingual street magazines that are being distributed in Tokyo right now, allowing the local community to have the rare chance to collect a free copy of these publications in Singapore. Lovers of Japanese fashion, culture, and food can tune in to the freshest trends and happenings in Tokyo!

Note: Limited quantities available. While stocks lasts.

### ■ Original KISS, TOKYO Merchandise

A collection of original merchandise from KISS, TOKYO will be available for purchase in the INSPIRATION STORE.



**T Shirt** (Red/Black)



**Tote Bag**



**Pin Badge** (Gold/Silver)

### ■ #TOTOKYO Ambassador Contest

The INSPIRATION STORE is on the hunt for #TOTOKYO Ambassadors who will be selected via a Facebook video contest running from 3<sup>rd</sup> to 30<sup>th</sup> May, from which three winners will win a round trip to Tokyo this summer. To participate, candidates should submit an original video entry that expresses their love and desire to visit Tokyo. All participants are eligible for a sure-win lucky draw at the INSPIRATION STORE for a chance to win a selection of KISS, TOKYO merchandise. Detailed instructions for the contest will be released on the official Facebook page of INSPIRATION STORE (<https://www.facebook.com/inspirationstoreorchard>). Three of the best video entries will stand a chance to win the following grand prizes:

#### A) KISS, TOKYO Prize

Judging Panel: Mr. Chihara Tetsuya, Art Director of the KISS, TOKYO campaign

Prize: 2-way ticket to Tokyo for 2 pax

#### B) Leslie Kee Prize

Judging Panel: Mr. Leslie Kee, multi-award winning Singaporean photographer based in Tokyo

Prize: 2-way ticket to Tokyo and a JR EAST PASS (Nagano, Niigata Area) for 1 pax

#### C) Tokyo Station Contest

Judging Panel: Station Master of JR Tokyo Station

Prize: 2-way ticket to Tokyo and a special Tokyo Experience for 1 pax

Note: The contest details and prizes stated are accurate at the time of release but may be subject to change without prior notice.

### About JR EAST

The operator for trains including Shinkansen (high speed bullet train) in the East region of Japan, East Japan Railway Company ("JR East") is the largest passenger railway company in Japan, serving about 17 million passengers daily. Apart from the main railway business, JR East also operates a variety of lifestyle businesses such as shopping malls, retail shops, restaurants, hotels, as well as office building management. Outside of Japan, JR East has a presence for its lifestyle business unit with the establishment of JAPAN RAIL CAFE in Singapore (2016) and Taipei, Taiwan (2019). In December 2018, JR East also added a pop-up thematic project INSPIRATION STORE at Orchard Xchange to its retail and F&B portfolio in Singapore.

## **About INSPIRATION STORE**

Opening Date: 17<sup>th</sup> December 2018

Operating period: Dec 2018 to Aug 2019

Address: Orchard MRT Xchange, Basement 1, #B1-30 and 31

Operating hours: 10.30am-8.30pm daily (May close on certain days during theme transitions)

Thematic schedule: Changes every other month, as follows:

<b>1<sup>st</sup> Theme</b>	<b>“Love Forest”</b>
<i>Period</i>	17 <sup>th</sup> Dec 2018 to 5 <sup>th</sup> Jan 2019
<i>Highlights</i>	DIY Kumiko-making (Japanese Wooden Lattice Ornament)
<b>2<sup>nd</sup> Theme</b>	<b>“Spring with Daruma”</b>
<i>Period</i>	17 <sup>th</sup> Jan to 15 <sup>th</sup> Mar
<i>Highlights</i>	Paint-your-own Daruma, Daruma creators’ exhibition
<b>3<sup>rd</sup> Theme</b>	<b>“Casual Dining Dashichazuke”</b> (Running concurrently with 2 <sup>nd</sup> and 4 <sup>th</sup> themes)
<i>Period</i>	17 <sup>th</sup> Jan to 30 <sup>th</sup> Apr
<i>Highlights</i>	Pop-up Dashichazuke restaurant (Rice with toppings eaten with soup broth)
<b>4<sup>th</sup> Theme</b>	<b>“Edo Inspiration”</b>
<i>Period</i>	20 <sup>th</sup> Mar to 30 <sup>th</sup> Apr
<i>Highlights</i>	DIY Kumadori pin badge (Traditional face makeup of Kabuki actors), art exhibition
<b>5<sup>th</sup> Theme</b>	<b>“TO TOKYO”</b>
<i>Period</i>	3 <sup>rd</sup> May to 31 <sup>st</sup> Jul
<i>Highlights</i>	KISS, TOKYO original retail goods, #TOTOKYO Ambassador contest
<b>(FINAL) 6<sup>th</sup> Theme</b>	To be revealed in July
<i>Period</i>	1 <sup>st</sup> Aug to 31 <sup>st</sup> Aug
<i>Highlights</i>	To be revealed in July

For updates, refer to the official Facebook page of INSPIRATION STORE:

<https://www.facebook.com/inspirationstoreorchard>

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