

## Tokyo Creative Salon 2025: Japan’s Premier Celebration of Creativity Invitation to the Opening Event

Introducing the charms of 10 festival locations: fashion, sustainability in the arts, traditional crafts, etc.

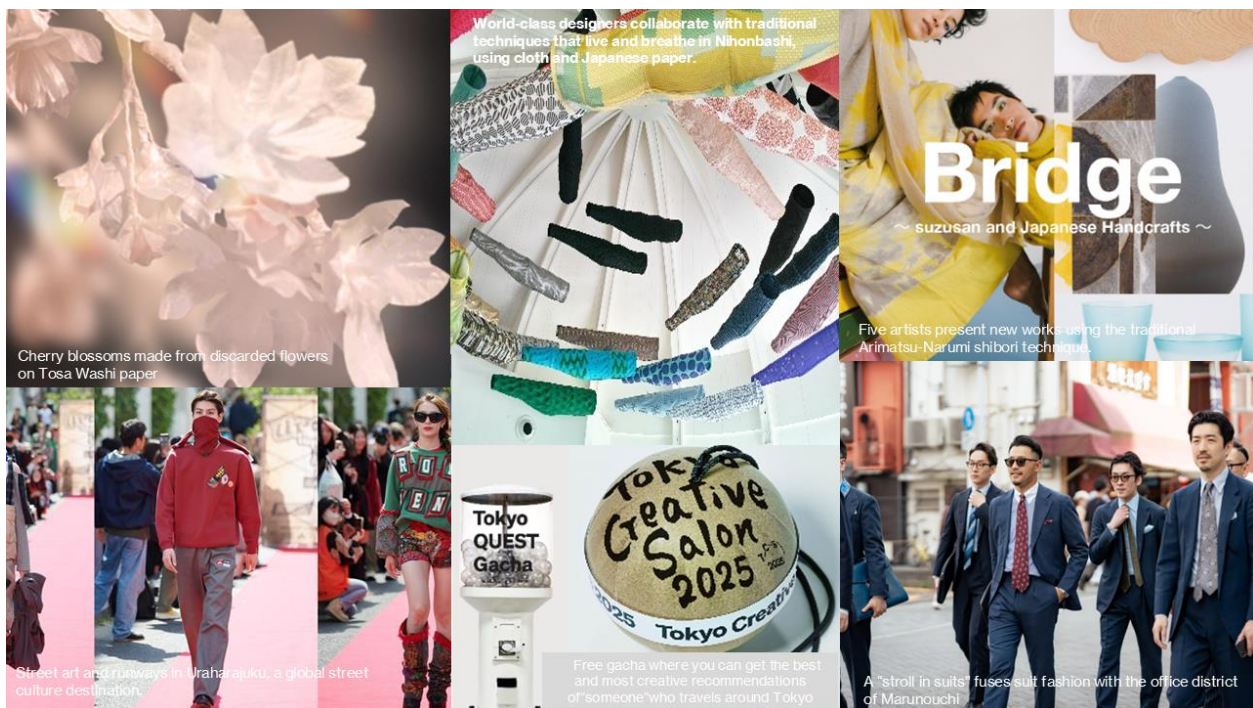
**【Date & Time】** Thursday, March 13, 2025 11:30 -12:30 (Media check-in starts at 11 : 00)

**※After the event, no restrictions on media coverage at Harakado booths and festival areas**

**【Venue】** Public space Harappa, 4th Floor, Tokyu Plaza Harajuku “Harakado”  
 (Address: 31-21 Jingumae 6-chome, Shibuya-ku, Tokyo, 150-0001)

**【Application Form】** <https://forms.gle/HrLDYi2hgPXqc5mq6>

**※ Deadline: Wednesday, March 12 5:00 p.m.**



The Tokyo Creative Salon Executive Committee will organize Tokyo Creative Salon 2025 (TCS 2025), Japan’s premier annual celebration of fashion and design, from March 13 to 23 mainly in the capital city’s 10 iconic areas (Marunouchi, Nihonbashi, Ginza, Yurakucho, Akasaka, Shibuya, Harajuku, Haneda, Roppongi and Shinjuku).

Accordingly, we will hold an opening event on March 13 to introduce the highlights of TCS 2025 at the public space, Harappa, on the 4th floor of Tokyu Plaza Harajuku “Harakado.”

On this occasion, we will brief you on the contents of programs to be implemented in TCS 2025 areas and get you acquainted with the “Tokyo QUEST Gacha,” a Gacha capsule containing information on creative spots that may help you discover the charms of Tokyo. We will also walk you through the “TCS Open Call 2025” contest which has selected artworks submitted by aspiring creators.

After the opening event, we will open Harakado booths and festival areas for unrestricted media coverage.

You are cordially invited for media coverage of this event in spite of your busy schedule. If you would like to cover the event, please let us know by 5:00 p.m. on Wednesday, March 12, using the attached application form.

## What is Tokyo Creative Salon?

Held every March against a backdrop of blooming cherry blossoms, TCS celebrates ingenuity in fashion, design and multiple other fields of art and craft. The festival started in 2020 with the aim of establishing Tokyo as one of the world's top fashion capitals alongside Paris, Milan, New York and London. The 10-day extravaganza will feature fashion shows, workshops, pop-up stores, exhibitions and performances, many of them providing visitors with participatory and interactive experiences.

Two phrases may best describe the festival held across the 10 selected areas, which are either historically traditional or trendy, or both: "Bring deadstock back to life" and "Streets are runways."

One of its headline attractions is the reuse of discarded clothes, Ikebana flowers, old fabrics and deadstock merchandise. They will be combined with traditional Japanese materials (washi paper, plant-derived dyes, etc.) and methods (such as Sashiko stitching and Arimatsu Shibori tying and dyeing) to demonstrate upcycled fashion and design. Shinjuku, home to several fashion schools and pockets of counterculture, will host a "Shinjuku Collection" featuring a batch of unique, recycled used clothes created by students.

Another spectacle is a variety of catwalks. In the top business district of Marunouchi, 100 workers in business suits will strut their stuff on a street lined up with the head offices of big business companies. At an intersection in Yurakucho, near the glittering Ginza district, a "Play Back Culture Show" will retrace the evolution of fashion trends since 1957.

A 40-meter red carpet will host a "Street Energy" fashion and art show in Ura-Hara, a subculture mecca located in the back alley of Harajuku. The whole area is the birthplace of street-born trends and the global kawaii (cuteness) craze.

Involving businesses, public entities, industry organizations and local communities, TCS may be characterized as a participatory social event to enhance Tokyo's presence as a global hub for fashion and design. The Tokyo Metropolitan Government is supporting TCS 2025 as a project to promote the fashion industry by focusing on "regional characteristics."

### Opening Event Details

11 : 30 - Greetings from the organizers

11 : 40 – Introducing the contents of programs by area

11 : 50 - "Tokyo QUEST Gacha" unveiled and tried out

11 : 55 - Photo session

12 : 00 – Press preview of the Harakado booths, unrestricted media coverage

12 : 30 – Unrestricted media coverage of festival areas

◎ You may interview officials in charge of areas between **12 : 30 and 2:00 p.m.**

◎ Please specify the desired area and time in the application form.

◎ Fashion, sustainability in the arts, traditional crafts, etc.: Introducing theme-by-theme contents to watch

◎ The "TCS Open Call 2025" contest was launched last September to cultivate new talents and disseminate creativity from Tokyo to the world. The background of this initiative is explained.

## 〈Notes〉

- Please refrain from forwarding this message to other media.
- Media coverage will be restricted to the media to which we have sent this invitation in advance.
- Still photographers will be serviced on a first-come, first-served basis. As for movie photographers, those for Tokyo-based key networks, news agencies and Tokyo Metropolitan Television (MX) are given preference and serviced on a first-come, first-served basis.
- The use of videos and images photographed in this event shall be limited to the purpose of distributing news about this event.

## 〈Access to the venue〉

Public space Harappa, 4th floor, Tokyu Plaza Harajuku  
“Harakado”, Harajuku Square (Address: 31-21 Jingumae 6-  
chome, Shibuya-ku, Tokyo, 150-0001)

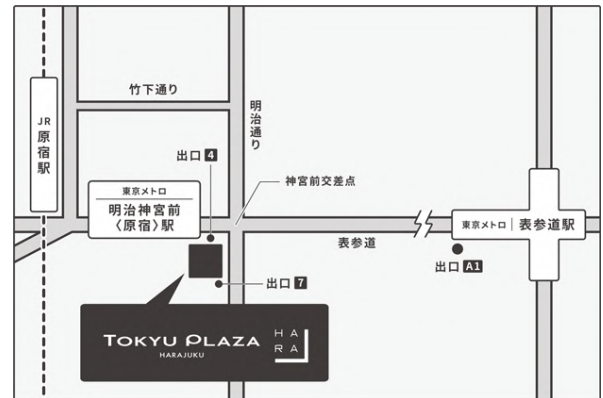
※ 1-minute walk from Exits 4 and 7

Meiji-jingumae (Harajuku) Station, Tokyo Metro Chiyoda  
Line/Fukutoshin Line

※ 9-minute walk from Exit A1

Omotetsando Station, Tokyo Metro Chiyoda Line, Hanzomon  
Line, Ginza Line

※ 4-minute walk from Harajuku Station, JR Yamanote Line



## 〈Profiles of TCS officials available for interviews〉

The following senior officials will be available for doorstep interviews or individual interviews after the event. Please fill out the application form to apply for the opportunities.

Officials other than those listed below, including officials in festival areas and Open Call winners will also be available for interviews.

### Hirouchi Takeshi: Chairman, Tokyo Creative Salon Executive Committee



Hirouchi joined Kashiyama Co. (presently Onward Holdings Co.) in 1965. As the apparel company’s first director of overseas business, he established relationships with a host of designers, including Jean Paul Gaultier, paving the way for Kashima’s global business expansion.

Hirouchi served as the company’s President, Chairman and, until May 2021, Supreme Advisor. As the board chairperson of the Japan Apparel and Fashion Industry Council from 2009 to 2018, he contributed to the development of the industry as a whole.

### Saito Seiichi: General Creative Director, Tokyo Creative Salon Executive Committee



After earning a Master of Science degree in Advanced Architectural Design (MSAAD) from Columbia University, Saito started his professional career in New York in 2002. In 2006, he established Rhizomatiks Co. (now Abstract Engine Co.). He heads Panoramatik, an Abstract Engine team that engages in government and corporate planning and many other initiatives including

implementation advisory. Saito has served as the chairperson of the Good Design Award jury since 2023. He is the EXPO Co-creation Program Director for Expo 2025 in Osaka.

Here is a brief rundown on other TCS 2025 areas:

(Ginza) Undisputably Tokyo's top-brand destination for luxury shopping, wining and dining. World-renowned Japanese denim producers from Fukuyama collaborate with a major department store in an event to promote regional cooperation and creation.

(Akasaka) Known as a midtown area for social gatherings of sophisticated adults. A group of creative talents performs a light and sound show titled Akasaka Gradation, portraying the town's 19 slopes in 19 hues of red.

(Shibuya) A bustling fashion-conscious youth town, famous for its all-direction "Scramble" crossing. Large-scale commercial facilities and street stores provide shopping experiences during the week adorned with arts and crafts by the Naijel Graph studio.

(Nihonbashi) A town of traditional craftsmanship dating to the Edo period (1603-1868). Featuring an installation of Koinobori – carp-shaped streamers traditionally hoisted to wish for the health of children. Based on the art of traditional dyeing and cutting-edge technologies.

(Roppongi) An upmarket intersection where celebrities and all sorts of night people like to gather and party. A street lined up with everyday buildings turns into an art and dance theater.

(Haneda) Haneda Airport serves as the gateway to Tokyo. In the middle of its main terminal an installation in the shape of a "cirrocumulus," made of 100 percent renewable materials, greets domestic and international travelers.

#### 〈Overview of the event〉

- TCS 2025 (Tokyo Creative Salon 2025)
- 13 - 23 March 2025.
- Area: Marunouchi, Nihonbashi, Ginza, Yurakucho, Akasaka, Roppongi, Shibuya, Harajuku, Shinjuku, Haneda
- Organizer: Tokyo Creative Salon Executive Committee
- HP : <https://tokyo-creativesalon.com/>
- Instagram : <https://www.instagram.com/tokyocreativesalon/>
- X : [https://twitter.com/tokyo\\_c\\_s](https://twitter.com/tokyo_c_s)

Media contacts for this story

Daniel Ayres, Asahi Toyama, Kreab Tokyo, [tmgmedia@kreab.com](mailto:tmgmedia@kreab.com)