BARNEYS BRINGS A DOSE OF NEW YORK FASHION TO GINZA

EGO-WRAPPIN' OPENS UP ABOUT THEIR OFFBEAT MUSICAL APPROACH

STYLE CITY

THREE UPCOMING EVENTS GET SET TO TRANSFORM TOKYO INTO THE CAPITAL OF CONTEMPORARY DESIGN
MADISON AVE. MOVES EAST
BARNEYS NEW YORK OPENS ITS Newest FLAGSHIP IN GINZA

FRIDAY, OCTOBER 1 MARKS THE START OF A NEW CHAPTER IN BARNEYS HISTORY.

For the first time in ten years—since the launch of its Beverly Hills store in 1994—the upscale fashion house will open a new flagship, this time in the heart of Ginza. Designed by Jeffrey Hutchison, the TriBeCa-based architect who has also worked with Ralph Lauren and Donna Karan, the three-story and almost 3,000-square-meter complex will feature the classic grace, impeccable service and fine products that have made Barneys an international icon. With a doorman to boot, Ginza 6-chome might just become the closest thing to Madison Ave. this side of the Pacific.

The first floor will showcase the latest cosmetics, men’s and women’s accessories, and men’s shirts, while the second floor is reserved for women’s wear and the basement for both casual and formal men’swear. For a classic store, this Barneys is also quite progressive—it’s completely wheelchair-accessible and has baby-changing areas in both the men’s and women’s bathrooms. From around 6pm on opening day, Simon Doonan, the former creative director of Barneys New York, will be signing copies of his book, Wacky Chicks: Life Lessons from Fearlessly Inappropriate and Fabulously Eccentric Women. B1-3F Kojun Bldg, 6-8-7 Ginza, Chuo-ku. Tel: 03-3289-1200. Open 11am-8pm. Nearest sta: Ginza. www.barneys.co.jp

FACE TIME
TWO POPULAR COSMETICS COMPANIES MAKE THEIR JAPAN DEBUT

TWO WESTERN COSMETICS COMPANIES THAT CELEBRITIES swear by will walk their first red carpet in Japan this month. Model Co., famous for its self-tanning sprays, and Ren, the all-natural British company, both hit shelves on October 1. Model Co’s best-selling product is its TAN Airbrush-in-a-can, which is a favorite of Nicole Kidman and the Hilton sisters. Model Co.’s Leish Wand is also Victoria Beckham and Elle Macpherson’s must-have purse item. Other celebrity fans of the Sydney-based company’s products include the Charlie’s Angels kick-ass trio, Renee Zellweger and David Beckham.

Ren, which means “clean” in Swedish, promotes healthy skin with natural extracts. Its product range includes cleansing washes, facial mists, moisturizers, facial treatments, body care and a limited selection of men’s products. Ren’s grapefruit and jojoba body cream, for example, contains stearic acid from Amazon copaiba butter and lemonene from mandarin oil. Also on the menu: Moroccan rose oil shower wash and calendula moisturizer. With all the smog, smoke, stress and sun exposure in the city, it’s a welcome arrival for weary skin. Model Co. will be sold in Sanrio Plaza and Ren will be in Living Midosuji and select Afternoon Tea starting with Sendagaya.

For more information, visit www.modelco. com.au and www.ren.fff.uk