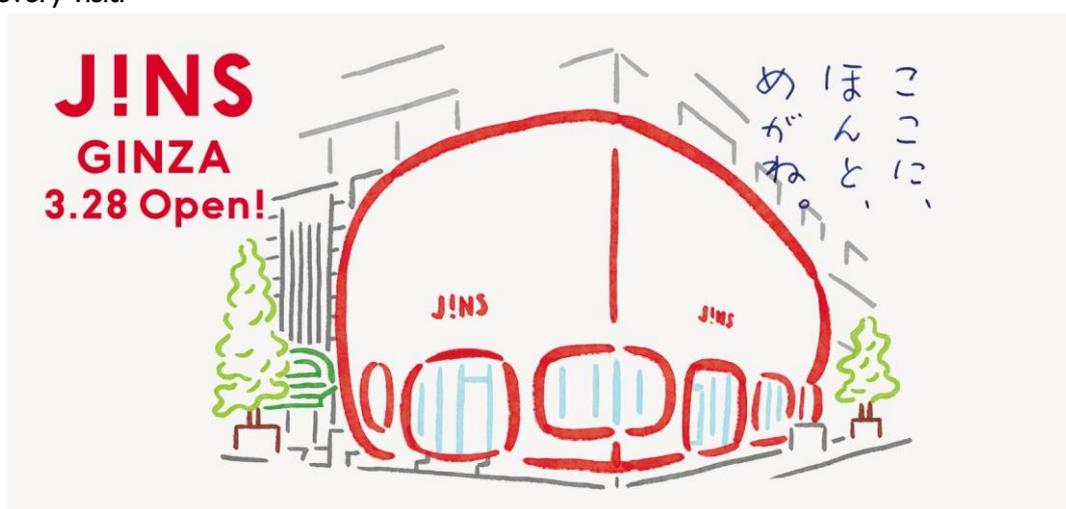


First Global Flagship Store “JINS Ginza” Opens on Saturday, March 28

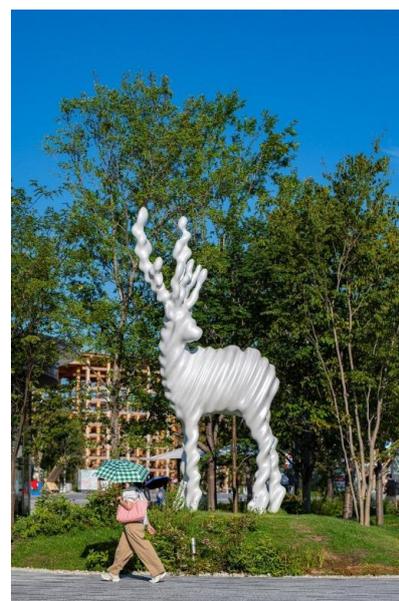
From Ginza to the World: A “One-of-a-Kind” Experience
Born from Japanese Creativity and Innovation

JINS Inc. (hereinafter “JINS”) will open its first global flagship store, “JINS Ginza,” on Saturday, March 28, 2026, in the iconic Kyobunkwan Building located on Ginza’s Chuo-dori. Established just before the 25th anniversary of JINS, this store will serve as a hub to broadcast Japanese creativity and innovation to the world, marking the first step into the next 25 years. Based on the concept of “Enishi”—a Japanese philosophy that cherishes encounters that feel both coincidental and inevitable—JINS will deliver a unique experience from Ginza, where new discoveries await with every visit.



A space where Sou Fujimoto’s “gentle Japanese aesthetics” resonate with Kohei Nawa’s “Snow-Deer”

The store was designed by world-renowned architect Sou Fujimoto. While inheriting the history of the Kyobunkwan Building—a masterpiece completed in 1933 by Antonin Raymond, a master of modern Japanese architecture—he has infused it with contemporary sensibility. He challenged a new expression of “Wa” (Japanese sense of harmony) by wrapping the building in a white exterior wall that evokes the softness of Wagashi, Japanese sweets or traditional paper, Washi. The finish is characterized by meticulous craftsmanship, involving the mixing of mirrored fragments into white plaster and polishing them to shine. On the first floor, products are displayed in a dignified space that feels as if it were carved out of a giant tree. A symmetrical staircase was adopted for the open atrium structure that connects the first floor to the first basement floor. On the first basement floor, the exposed structural frame tells the story of the building’s multi-layered history, creating a unique atmosphere where old and new eras intersect. In the atrium, the 5-meter-tall sculpture “Snow-Deer” by sculptor Kohei Nawa is on permanent display. This work, which also garnered attention at the Osaka-Kansai Expo, brings new energy to Ginza with its serene presence clad in a white-pearl color. In contrast to past outdoor displays, this indoor installation offers a new way to engage with the work. Using the staircase between the basement and first floor, visitors can view the sculpture from 360 degrees, capturing perspectives from both above and below.



Snow-Deer (by Kohei Nawa)*

* 《Snow-Deer》 2025, 5000×2718×1210 mm, paint on aluminum, Installation view: Expo 2025 Osaka, Kansai, Japan, 2025
Support of Daimaru Matsuzakaya Department Stores Co.Ltd., Heiwa Gokin CO., LTD., Photo: Nobutada OMOTE



JINS Ginza 1F



JINS Ginza B1F

To commemorate the opening, JINS Ginza will introduce a high-end eyewear collection featuring the craftsmanship of Sabae City in Fukui Prefecture, a city renowned in Japan for its eyewear heritage, available exclusively at this store. Furthermore, the latest “JINS AI” will fully launch as part of the purchasing experience. In addition to interactive product suggestions and suitability score proposals, a new “lens adviser” function will be in full-scale launch. “JINS AI” will guide each customer to their optimal choice from a vast selection of eyewear, ensuring a smooth and comfortable selection process. Throughout the store, JINS will go beyond the conventional common sense of choosing eyewear to deliver a “new normal” through both sensibility and technology.

JINS’ first art gallery in the basement. The first exhibition features the flower arrangement work “Rikka” by Ikenobo

JINS has worked on community coexistence through art, using stores as starting points. This store features a gallery space on the first basement floor, established out of a desire to nurture new “Enishi” with customers and the town of Ginza. As a place to stimulate the sensibilities of visitors to Ginza through the “seeing” experience and to nurture new interactions, the store will continue to hold various exhibitions occasionally. As the first installment, a special installation titled “Rikka” by Ikenobo—the “origin of Ikebana”—will be held from Saturday, March 28, to Friday, April 24, 2026. The exhibition is created by Senko Ikenobo, the Headmaster Designate of Ikenobo. She has expressed the traditional “Rikka”—which represents a natural landscape within a single vase and has been passed down since the Muromachi period (15th-16th centuries)—with a high degree of freedom, overlapping it with the diverse lifestyles of people today. Based on the spirit of finding the brilliance of life in all its forms, the exhibition is presented in a special arrangement that can be enjoyed from 360 degrees, rather than the usual unidirectional viewing. Her sensibility, which transcends traditional boundaries and resonates with other fields, graces the first basement floor, delivering the expressions of life that shift depending on the viewing angle and time.

(Continued to next page)

Japanese knitwear brand “CFCL” designs the JINS Ginza uniforms



The store staff uniforms are created by CFCL. Born from dialogue with CFCL—which is built around 3D computer-aided knitting and stands for “Clothing For Contemporary Life,” proposing knitwear as tools for people to use in their everyday lives— these store-exclusive uniforms are made in Japan with ensured traceability. Featuring long jackets for winter and half-sleeve shirts for summer, the gray-based uniforms include the iconic red “!” mark from the JINS logo on the back, balancing the dignity and reliability suitable for this store with functionality that considers staff movement.

Store Overview

[Store name] JINS Ginza
[Opening] March 28 (Sat), 2026, at 10:00 AM
[Business hours] 10:00 AM – 8:00 PM
[Location] 4-5-1 Ginza, Chuo-ku, Tokyo
[Product range] Approx. 700 types
[Floor area] 456.46 m² / 4,913.3 sq ft (B1F to 1F)

Gallery Exhibition Overview

[Period] March 28 (Sat) – April 24 (Fri), 2026
[Title] Rikka
[Admission] Free. Open to everyone; no reservation required.

Ginza Limited Products

[Product name] GINZA Limited Edition
[Lineup] 6 shapes, 18 types
(12 optical types across 6 shapes, 6 sunglass types across 6 shapes)
[Price] Celluloid: ¥80,000 (tax incl.)
Acetate · Titanium: ¥90,000 (tax incl.)

Note: Excluding sunglasses, the price includes standard clear lenses
(single-vision clear lenses with a refractive index of 1.60. Availability is subject to prescription range limits.)

[Accessories] Original case and cleaning cloth
[Launch date] March 28 (Sat), 2026
[Sales channel] Available exclusively at JINS Ginza Note: Warranty valid only at Ginza store.