

## Tommy Bahama

**US apparel brand Tommy Bahama opens first Japanese freestanding store in Ginza, one of the most competitive fashion districts in Japan, looking ahead to booming Asian markets.**

In April 2013, Tommy Bahama Group Inc. which offers the island lifestyle apparel brand “Tommy Bahama” opened a freestanding store including a bar and a restaurant in Ginza, Tokyo. It is the first such flagship store to be opened by the company outside the US.

With “Make Life One Long Weekend” as its brand message, Tommy Bahama offers a wide range of fashion items by targeting men and women mainly in their 30s to 40s. It operates more than 100 stores worldwide, and has become famous in the US for running bars and restaurants conjoined with their clothing shops. In 2012, the company gained attention in the media after opening a store in midtown Manhattan, New York.



Appearance of Tommy Bahama store (Ginza, Chuo-ku, Tokyo)

### Reasons for choosing Japan

Regarding the background for expanding its business and opening a flagship store in Japan, Brian Pearce, Managing Director of Tommy Bahama Asia, says “We were confident that our products would be accepted if we opened a store in Japan because Japanese tourists who visit Hawaii and the West Coast come to Tommy Bahama stores to purchase our products”.

The company, which is marking its 20th anniversary in business, has been addressing

globalization for the past few years. It places Asia as one of the most important markets in terms of population, economic growth and other matters, and has already opened stores in Singapore, Hong Kong and Macau. It determined that Japan has the outlook for understanding Tommy Bahama’s brand concept because, in addition to being highly sophisticated, Japanese consumers are particularly sensitive to fashions among consumers in Asia and have a background of enjoying the cultures of different countries through traveling.

There are two main reasons that the company opened a new store in Ginza, one of the most competitive fashion districts in Japan.

The first is to proactively disseminate the company’s brand concept to the Japanese market. Ginza, one of the most competitive upscale shopping areas in the world, is also home to the flagship stores of many apparel companies. Tommy Bahama has the aim of conveying the company’s brand concept of “island lifestyle” to the Japanese consumers by opening a flagship store that embodies this concept.

In addition, the company expects the trendsetting power of the Ginza flagship store to spread brand awareness from Japan to other Asian countries. Ginza is one of the most popular shopping spots among foreign tourists visiting Japan. In recent years many tourists, mainly from Asian countries, who are sensitive to Japanese fashion trends and have a willingness to purchase have visited the district. By establishing a flagship store in Ginza, the company intends to promote brand awareness

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in Asia as a whole.



Store display

### Ingenuity to convey the “island lifestyle” to Japan

In the company’s concept of “island lifestyle,” “island” suggests a place where everybody wants to escape to - i.e., a place where everybody can relax and be free. To express this concept to consumers in Japan, the company has made various efforts in areas such as product planning, store design and human resource development.

In Asia the company is newly manufacturing products with the same design as those in the US for the smaller frames of Japanese and Asian consumers by employing designers at the head office and throughout the region. In this manner, the company has prepared items focused on a sense of relaxation and a good fit that characterize the “island lifestyle,” while maintaining the same tastes as in the US.

In addition, the newly opened Ginza store became the first to include a bar and a restaurant outside of the US, and is designed to enable shoppers to stop by for a rest. With a unique layout that includes barrels in the center of the store, it offers a space for relaxation, as if one were on vacation in a tropical region.

Regarding human resource development, the company has used its ingenuity to enable Japanese staff to accurately understand and apply its corporate culture and brand concept. The company has established a service system

to enable Japanese consumers to have the same experience in Ginza as in US stores by inviting staff from the US to instruct its Japanese staff directly.



Bar located in the store

### Future development in Japan

As it develops operations, Tommy Bahama will proactively promote brand awareness in Japan through the opening of pop-up shops in major department stores in the Tokyo metropolitan area and by placing advertisements in magazines and other publications. The company has a vision to further develop new stores mainly in the center of Tokyo, in addition to the Ginza flagship store and a location in LaLaport Yokohama. It also has a vision to expand its business to provincial cities in the future.

### JETRO’s support

In order to set up its Japan subsidiary, JETRO provided the company with a range of support and services, such as consultation on entering the Japanese market and information about import regulations. JETRO also helped them by introducing some service providers in Japan.

Regarding JETRO’s services, Mr. Pearce commented as follows: “Working with JETRO made it much easier for us to expand our business to Japan. JETRO has provided support to us in the US and Japan. They found information that ‘Tommy Bahama wants to expand its business to Asia’ and offered support

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to us. I believe that it is a great service. It was JETRO who introduced us to a partner crucial for entering the Japanese market. In addition, regarding the laws and rules in doing business

in Japan, JETRO's advice was very helpful. JETRO's high degree of professionalism was very important for us".

(August 2013)

### **Corporate history**

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1992	Established Tommy Bahama in the US
July 2012	Established Tommy Bahama KK in Japan
March 2013	Opened a store in LaLaport Yokohama
April 2013	Opened a freestanding store in Ginza

### **Ginza store of Tommy Bahama (base in Japan)**

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Establishment:	April 2013
Business :	Apparel / bar & restaurant
Parent Company:	Tommy Bahama Group Inc.
Address :	7-10-1 Ginza, Chuo-ku, Tokyo
URL :	<a href="http://www.tommybahama.com/">http://www.tommybahama.com/</a>