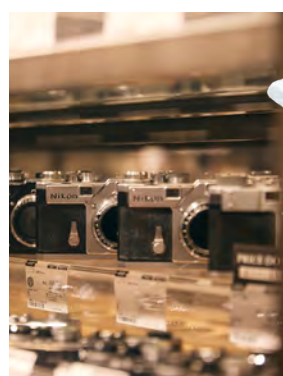


新宿 百貨街

SHINJUKU FLAGSHIP STORES



Shinjuku, a city overflowing
with exceptional finds —
a city waiting for the world.



LifeWear

A city where you can be true to what you love — **Shinjuku.**

A cinema that answers the call of something extraordinary.
A record shop that satisfies the craving for something mind-blowing.
A bookstore that opens the door to a whole new world.
An art supply store that fuels the desire to create more.
A camera shop that echoes the sentiment of wanting to capture it all.

In this city, people who stay true to their passions gather together,
weaving a unique culture that is Shinjuku's own.

In an era where anything can be found online, people come to Shinjuku,
searching for something that can only be found here.

Shinjuku is a city where deep, iconic stores—
each a pioneer in its field—captivate the world.
With the opening of UNIQLO SHINJUKU HONTEN (Flagship Store),
may the allure of these legendary shops continue to spread far and wide.

Shinjuku, a city overflowing with world-class establishments—
a place to share with the world.



SHINJUKU FLAGSHIP STORES MAP

GOURMET

- | | | | |
|----|---|----|---------------------------------|
| 01 | Ramen Takahashi Shinjuku | 17 | AZUMA |
| 02 | Shinjuku Nagi chan ramen | 18 | Laurel |
| 03 | Ramen Nagi Shijuku Niboshi Nishi shinjuku 7Cho-me | 19 | Tempura Funabashiya |
| 04 | Seibu Coffee House | 20 | Tempura Shinjuku Tsunahachi |
| 05 | Ramen Nagi Shinjuku Niboshi Golden-gai Honkan | 21 | Ramen Hayashida Shinjuku honten |
| 06 | CONA Shinjukukabukichoten | 22 | Kyo-Kaiseki KAKIDEN |
| 07 | ACACIA SHINJUKU HONTEN | 23 | Local Cuisene KURAWANKA |
| 08 | MARUGO OTTO | 24 | Soba DAIAN |
| 09 | monsnaek | 25 | OIWAKEDANGO HONPO CO., LTD. |
| 10 | Italia Shokudou Burabo | 26 | COFFEE KIZOKU Edinburgh |
| 11 | ONIGIRI MAMMA | 27 | Brooklyn Parlor |
| 12 | Takano Fruit Parlour Shinjuku Main Store | 28 | naito chili pepper |
| 13 | NAKAMURAYA Building | 29 | Bunmeido Tokyo Shinjuku Store |
| 14 | Curry Shop Gandhi | 30 | YAMAMOTO COFFEE |
| 15 | OUROJI | | |
| 16 | Pastamama | | |

CULTURE

- | | |
|----|--------------------------------------|
| 01 | Red Ring Records |
| 02 | WHITEHOUSE |
| 03 | SUEHIROTEI |
| 04 | KAKIDEN GALLERY |
| 05 | Union Record Shinjuku |
| 06 | WASEDA University |
| 07 | Books Kinokuniya Shinjuku Main Store |
| 08 | SEKAIDO SHINJUKU MAIN STORE |

CINEMA

- | | |
|----|-----------------------|
| 01 | TOHO CINEMAS Shinjuku |
| 02 | Shinjuku Piccadilly |
| 03 | theatre shinjuku |
| 04 | Cinemart Shinjuku |
| 05 | MUSASHINO-KAN |
| 06 | CINEMA QUALITE |
| 07 | Shinjuku wald9 |
| 08 | K's cinema |
| 09 | WASEDASHOCHIKU |

SHOPPING

- | | | | |
|----|----------------------------|----|-----------------------------------|
| 01 | UNIQLO Shinjuku Nishiguchi | 05 | UNIQLO SHINJUKU HONTEN |
| 02 | ISHIDA SHINJUKU | 06 | UNIQLO Shinjuku-Tounanguchi Flags |
| 03 | UNIQLO Shinjuku 3choume | 07 | UNIQLO Shinjuku-Takashimaya |
| 04 | isetan shinjuku | 08 | Kitamura Camera |



01

GOURMET 12

Takano Fruit Parlour Shinjuku Main Store

Ayako Nara
Tomonori Akiyama



Prepared in an intricate checkerboard pattern, Takano Fruit Parlour's iconic "Shizuoka Musk Melon Parfait" (3,850 yen). Its style of presentation is changed every few years.

Celebrating its 140th anniversary in 2025! Pioneers of fruit culture in Japan.

2025 marks the 140th anniversary of Shinjuku Takano. Founded in 1885—the same year Shinjuku Station opened—its history is as that of Shinjuku itself. Pioneers of Japan's fruit culture, Shinjuku Takano continues to promote the allure of fruit through various efforts, including regular lessons on fruit culture that help to foster and sustain Japan's vibrant traditions in fruit. "Shinjuku may be big city, but it's one where businesses and stores unite with a shared spirit," says Tomonori Akiyama of Shinjuku Takano. "We want to keep evolving alongside Shinjuku, collaborating across industries to bring even more life to the city." Takano Fruit Parlour, which will celebrate its 100th anniversary in 2026, is visited every day by generations of loyal customers who come for their parfaits and other dishes, made with fruits cut and prepared with unwavering commitment to quality.

MAP 12 Takano Fruit Parlour Shinjuku Main Store

Shinjuku-based fruit specialty store with a rich history spanning 139 years that has been a cornerstone in shaping Japan's fruit culture. First opened in 1926, the Fruit Parlour enjoys of customers.



Ayako Nara (left) of Takano Fruit Parlour and Tomonori Akiyama (right) of Shinjuku Takano. "We want to continue sharing our passion for fruit culture," says Akiyama.



Takano Fruit Parlour, a symbol of Shinjuku and one of its most storied establishments, where loyal customers over span three generations.

02 Bunmeido Tokyo Shinjuku Store

GOURMET 29 Nanaka Mitani

Bunmeido Tokyo Shinjuku Store has served the community for 91 years amid the distinct, neighborly feel of the Shinjuku Gyoen National Park area—an iconic store well-loved by locals. Nanaka Mitani, who recently joined the company, says the store has changed her perception of Shinjuku. "I always thought of Shinjuku as a vast metropolis of its own, but it's so homely here. We have families who've been coming to us for generations, and we always end up having long, lively conversations." The unchanging flavor of Bunmeido's signature castella cake is positively baked into the landscape of this warm, friendly part of town.

MAP 29 Originally founded in Nagasaki in 1900, the Shinjuku Store opened in 1933. In 2016, the Shinjuku Kobo Store, specializing in dorayaki (Japanese red bean pancakes) was established nearby. Their freshly baked dorayaki are so popular they occasionally sell out shortly after opening.

Bunmeido is known for their jingle, "For the No.1castella, Dial No. 2," a nod to the days when switchboard operators connected callers via the phrase "Shinjuku No. 2." ("Bunmeido Castella 0.5A," 729 yen)



While Bunmeido has stores throughout Japan, the Shinjuku Store's array of exclusive products draws visitors from far and wide.

03 SEKAIDO SHINJUKU MAIN STORE

SEKAIDO SHINJUKU—the art supply store that just about every creator has been to at least once. From renowned artists to regular salarymen, the store draws a diverse crowd. Store manager Manabu Machida notes, "We see a lot of professionals because of the sheer range of products we have. But recently we've also seen more overseas customers, so we've set up a section with items like *chiyogami* Japanese paper, perfect as souvenirs." Wandering through the store, it's easy to find yourself picking up supplies without even realizing it—it's a store brimming with creative excitement.

MAP 08 Founded in Shinjuku 2-chome in 1940 as a frame and art store, it changed its name to SEKAIDO in 1947. The sixth floor is home to the SEKAIDO Art School, offering classes in drawing and more. Custom frames and framing for artwork, posters, and the like are also available.



Five stories overflowing with all things art-related—ranging from professional-grade imported paints to souvenirs for tourists. (Paintbrush, 1,881 yen; paint, 4,290 yen)



SEKAIDO is known for its "surprised Mona Lisa," which represents the store's staggering selection and low prices—with quite the impact.



Above: The sleek, glass-paneled exterior. Right: "Even if you come for a specific floor, you'll likely discover something new on another."

04 Kitamura Camera

SHOPPING 08 Hana Masamura

Kitamura Camera's Shinjuku location opened in 2020 as the company's new flagship store. Hana Masamura manages the secondhand camera floor. "Initially I loved looking at and taking photos, but as I learned more through selling cameras, I got really into the cameras themselves. Whether it's analog, digital, or vintage, I think it's so important to just talk to customers, because I want them to understand how fun all these different cameras can be." The sincere, customer-focused approach at Kitamura Camera has earned the store a following and reputation as a trusted mecca for camera enthusiasts.

MAP 08 Kitamura Camera

From the basement all the way to the seventh, every camera-related need is catered to, from original products and photo printing and development to new, used, and junk cameras and lenses, not to mention the Leica Boutique—a studio, gallery, and more. The store is also known for its meticulous in-store staff service.



Kitamura Camera offers a wide range of used cameras, from digital to film models, with the third-floor junk camera and lens section particularly popular among younger customers. What's more, if a desired model isn't available in-store, it can be backordered from Kitamura Camera outlets across Japan.

(Column : 01)

My Dear Shinjuku

DJ JIN RHYMESTER



1 "I want to put out music that blends seamlessly with the time and atmosphere of the city," says JIN. ("Single Collar Short Jacket," 6,990 yen, UNIQLO SHINJUKU HONTEN special items SPECIAL EDITION FROM EU/US)* 2 In front of the WASEDA International House of Literature (The Haruki Murakami Library) . In June, RHYMESTER held a talk show and concert at their alma mater, alongside author Seiko Ito, a fellow alumnus. 3 Brooklyn Parlor serves up coffee in a cozy, music-filled atmosphere.

Profile

Met the members of RHYMESTER while studying at WASEDA University, joining the group in 1994. His music career spans everything from outdoor festivals to intimate café sets. A resident of Shinjuku City for 22 years, he also curates the music for local JFL soccer team Cricao Shinjuku's games. Also a frequent visitor to UNIQLO ShinjukuNishiguchi.

Bringing harmony to Shinjuku's diversity through the power of music.

DJ JIN recalls how he met his long-time collaborators at the soul music study group as a student at WASEDA University. "Hip-hop and soul were far from mainstream in Japan at the time. We'd listen to records in a room at the university by day and hang out in clubs and live music venues in Shinjuku by night." Sticking to his vinyl-record DJ style, JIN views Shinjuku as a record collector's paradise. "I used to hop between stores around Otakibashi-dori near Shinjuku Station's west exit. Even the world's top DJs come to some of these vintage record stores." Lately, his go-to spot is Brooklyn Parlor, a café where DJ's play for customers. "In a place as diverse as Shinjuku, I want to use the power of music to create a more comfortable atmosphere, and make people feel like they've had a great day."

MAP 27 Brooklyn Parlor

A space produced by BLUE NOTE JAPAN, offering food, drinks and light snacks, and live music. The Shinjuku location is on the B1 floor of the Shinjuku Marui Annex.

MAP 06 WASEDA University

Founded in 1882 by Shigenobu Okuma as Tokyo Senmon Gakko. Many graduates have gone on to become leaders in politics and business, as well as prominent figures in the fields of media and literature.

05 SUEHIROTEI

CULTURE | 03 Riu Michida

Riu Michida works as a staff member at SUEHIROTEI while pursuing her passions for theater and calligraphy. Before starting work here, she assumed the place would be too formal. "But when I heard *rakugo* (traditional Japanese comic storytelling) for the first time after starting here part-time, I was blown away by how funny it was." Michida says that the warmth and depth of *rakugo*'s storytelling perfectly match the spirit of Shinjuku. "Some stories touch on taboo topics or offer experiences you can only have here. I love the atmosphere you get here, that you should just go for whatever it is you want to do."



Shinjuku and *rakugo* share a generosity of spirit, embracing anyone willing to try.

MAP 03 SUEHIROTEI

A rare performance hall that preserves its Edo-period style even as many other *yose* theaters in central Tokyo have been converted into modern buildings. Of the dozen or so afternoon and evening performances, two-thirds are *rakugo*, with a variety of other traditional acts such as *manzai* (double-act comedy), magic, *kyokugei* (acrobatics), and *zokkyoku* (folk melody). The popular storyteller Hakuzan Kanda held his succession ceremony here.



06 ACACIA SHINJUKU HONTEN

GOURMET | 07 Kosuke Suzuki

"The first floor used to be a jazz bar. Customers would eat their cabbage roll stew while listening to records and sipping their drinks," recalls restaurant manager Kosuke Suzuki. Founded in 1963, this Western-style dining institution has evolved alongside the cultural evolution of Shinjuku, once serving as a watering hole for the city's cultural figures. "I think Shinjuku is the most diverse place in Japan. That's what makes it so interesting. I hope it keeps forging ahead with that same Shinjuku spirit."



A culinary classic once favored by intellectuals, with an unforgettable cabbage roll stew.

With fans up and down the country, the cabbage roll stew is described on the menu as a restaurant original. Made by simmering cabbage rolls in chicken broth, its flavor is truly one-of-a-kind. "It perfectly complements white rice," says Suzuki. ("Cabbage Roll Stew, Two Rolls, with White Rice," 1,100 yen)

MAP 07 ACACIA SHINJUKU HONTEN

The restaurant's interior retains much of its original design, adding to its nostalgic charm. Upon entering, you're enveloped by an atmosphere far removed from the hustle and bustle of the main street outside, as if you've stepped into a different time and place.



The matchbox illustration has remained unchanged since the restaurant's opening.



The best-selling "Pure Indian-Style Curry" (2,090 yen), has been a staple since it appeared on the menu in 1927, making headlines at the time as an authentic Indian curry.



Carrying forward the founder's mindset, always working with pride.

07 SHINJUKU NAKAMURAYA

GOURMET 13

Yoshinori Nakayama

Yoshinori Nakayama has worked at SHINJUKU NAKAMURAYA restaurants for 28 years and currently serves as the main store representative. "Of course, it's vital that our customers are satisfied, but I also value creating a work environment where everyone helps each other out and enjoys the work they do. I share with the younger staff the mindset that our founder had, encouraging them to work with pride in carrying on Nakamura-ya's 123-year legacy." The enterprising spirit of founders of Nakamura-ya, from starting as a bakery to introducing "authentic Indian-style curry" through the Indian freedom fighter Rash Bihari Bose, remains alive and well. Nakayama makes a point of unfailingly conducting daily taste-tests of the curry. "Our curry is one-of-a-kind, made with carefully selected ingredients, and we're very proud of it. We use the recently revived *shirome* rice variety, made with traditional milling methods, which retains its umami flavor and has a light texture that pairs beautifully with the sauce." And again today, Nakayama greets customers with a warm smile.



Nakayama has spent many years watching the goings-on in Shinjuku. "Shinjuku is the most dynamic place in Japan. It's always lively, like a melting pot," he says.



MAP 13

SHINJUKU NAKAMURAYA

Founded as a bakery in the Hongo area of Tokyo, Nakamura-ya relocated to Shinjuku 115 years ago. The famous Indian curry was introduced by Indian independence activist Rash Bihari Bose and made its debut on the café menu in 1927. Its traditional curries have garnered many devoted fans over the years.

(Column : 02)

My Dear Shinjuku

Sara Ogawa



1 In the lobby of WASEDASHOCHIKU, where *She's Gone*, a film Ogawa produced in a class taught by director Hirokazu Koreeda, was screened. "As both an audience member and a filmmaker, this movie theater holds a special place in my heart." ("Single Collar Tweed Coat," 12,900 yen, UNIQLO SHINJUKU HONTEN special items SPECIAL EDITION FROM EU/US)* **2** Ogawa recalls casually stopping by this movie theater during her regular stroll from the university to Takadanobaba Station, a route known as the "Baba Walk." **3** Although closed temporarily in April 2002, the theater officially reopened in January 2003 thanks to efforts such as the WASEDASHOCHIKU Revival Project, primarily led by WASEDA students. Situated along WASED-dori Ave., it continues to screen films to this day.

From a city enchanted by the world of film, to a city of intellectual inspiration.

Sara Ogawa is a woman of many talents—writer, filmmaker, actress, radio personality. During her student days at WASEDA University, she spent her time immersed in film. "I would watch all-night triple features at WASEDASHOCHIKU, and since I was part of the university film club, we would film in all kinds of places on campus and write scripts in our favorite café." She participated in her first stage greeting at a screening of *Innocent 15*—her debut starring role—at Theatre Shinjuku, and when her directorial feature *The Goldfish: Dreaming of the Sea* was screened at Shinjuku's CINEMA QUALITE, its novel adaptation was showcased at nearby Books Kinokuniya. "Shinjuku is the city that taught me about culture. I love how generous it is, how it embraces all of us, including the parts that maybe aren't so pretty." Ogawa says intellectual curiosity is the driving force behind her creative work, and is eager to submit her films to international festivals in future.

Profile

Born in Tokyo in 1996, Ogawa's roles as an actress include NHK's TV drama *Manpuku*. Her directorial debut, *The Goldfish: Dreaming of the Sea*, was shown at the Jeonju International Film Festival, and was adapted into a novel by Ogawa herself. In 2023, she established Tomawari as her new creative base, and currently works as a radio personality on J-WAVE's *ACROSS THE SKY*.

MAP 09

WASEDASHOCHIKU

Opened in 1951 as a first-run theater under the Shochiku group, it became a revival house screening classic double-features in 1975 and currently shows arthouse and classic films among other genres.

08 Union Record Shinjuku

CULTURE 05

Kento Suzuki

MAP 05 Union Record Shinjuku

Founded in the Ochanomizu area of Tokyo in 1941 as Union Shokai, an imported car dealership, it began selling records in the 1960s. Today, Union Record Shinjuku and Shibuya are its only stores dedicated to vinyl, while other branches throughout Japan specialize in genres such as classical and Showa-era pop.



The store also has record players suitable for beginners on display and for sale in-store.



**A deep-dive vinyl oasis,
as records come back in style.**

Now in his second year here, Suzuki recalls seeing a record priced as high as 500,000 yen in the store—a rare find possible thanks to the store's extensive selection.

Kento Suzuki, music lover and member of a band, is a university student who works at Union Record Shinjuku during the day, and at a record bar in Shinjuku at night. "I came to Shinjuku all the time, even before I started here part-time. Ishibashi Music is right near here, so for me, Shinjuku is a city of music. I started working here because I got into vinyl a few years ago." In recent years, the popularity of vinyl has grown to the point that even some new artists are even releasing their new music as records. Union Record Shinjuku has it all—new and old, EPs and LPs, in a huge variety of genres from classical to rock.

"I think it's precisely *because* music is so accessible to us through subscriptions that we need to take the time to savor the sound of it. Disk Union used to be called Union Record when it focused only on records, and they revived the name because of how vinyl's recent worldwide popularity." The walls are covered in the covers of various records, and just a glance is enough to entice collectors. If your heart beats to deeper, richer sounds, Union Record Shinjuku is the place to go.



Above: Their famous "Hamaguri Tempura" (1,760 yen)
Right: "Deep-Fried Dorayaki" (462 yen)

09 Tempura Shinjuku Tsunahachi

GOURMET 20

Hiroki Kuwata

**A Shinjuku centennial!
A legacy of fresh ingredients and
artisanal skill.**

Hiroki Kuwata became manager of Tempura Shinjuku Tsunahachi after working in various other branches throughout Tokyo. Every day, he devotes himself to refining his craft in this historic restaurant, now celebrating its 100th anniversary. "There are customers who've been coming here since before I was even born. Our tempura has evolved through the roller-coaster ride of history, and we're grateful that people come specifically to us for it." By now, the *hamaguri* clam and ice cream tempura—created by previous generations—are popular mainstays, listed alongside the classics. "Recently we collaborated with Tokiya in the Nishi-Shinjuku area and came up with a tempura-fried dorayaki. When lightly battered and deep-fried, the surface of the dorayaki comes out airy and crisp, and the frying brings out the aroma of the red bean paste filling." At Tsunahachi, fish are filleted and prepared right in front of the customers, and their tempura is fried in their signature sesame oil, a tradition that remains unchanged since its earliest days. "I'd like for all of us to come together, new stores and old, to bring even more life to the Shinjuku."



MAP 20 Tempura Shinjuku Tsunahachi

Established in 1924, Tempura Shinjuku Tsunahachi has been a fixture in the area for 100 years, surviving the devastation of wars and disasters to evolve alongside the city. This year, in celebration of its centennial, they are offering a special monthly limited-edition menus.



Tempura is a simple dish, made with only one main ingredient, oil, and flour, but Tsunahachi's specially made 100% pure sesame oil reflects their deep commitment to quality.



For Kuwata, who joined Tsunahachi in 1997, the joy of being an artisan is in honing your skills through daily repetition. He also works to train younger staff members, with an eye towards the future of the restaurant.

(Column : 03)

My Dear Shinjuku

Marty Friedman



2



3

1 "I've got a record store near my place, as well as lots of stores for enthusiasts and great restaurants too. Shinjuku's so convenient—you've got everything you need within walking distance," says Marty. "Cashmere Crew Neck Sweater" 9,900 yen, * 2 3 With an Elvis Presley collection of over 1,000 records, Marty regularly visits Red Ring Records to chat with the owner.



1

20 years and counting, the longest stretch in a single city.

"Shinjuku is a happy place for a lot of different enthusiasts," says Marty Friedman, who even while living in Los Angeles would make a point of going around Nishi-Shinjuku's various record shops when on tour in Japan. Now he has lived in Shinjuku for 20 years—the longest he has ever lived in a single city. "I don't think there's another downtown area in the world as safe as Shinjuku," he says, emphasizing how foreign visitors should all experience the unique sense of safety here. "Shinjuku is constantly changing, but maybe because living here I've gotten used to the changes, my impression of it hasn't," he laughs. "I like those flashing signs in Shinjuku that hurt your eyes. And I don't think we need English signs to cater to foreigners. Its otherworldliness is what makes it so incredible."

Profile

Born in the US, the guitarist, composer, and producer, became a member of MEGADETH in 1990. He led the band to enormous global success with massive album sale, supporting the band in its heyday, and gained a passionate worldwide fanbase as a guitarist. He moved from the US to Shinjuku in 2004 after leaving MEGADETH and continues to perform widely as a guitarist both in Japan and overseas.

MAP
01

Red Ring Records

An iconic store, with a devoted following thanks to the owner's eclectic music selection across genres—mainly 60s–70s rock, with some jazz and blues.

10

CULTURE | 07

Books Kinokuniya Shinjuku Main Store

Fuki Fukushima



A classic Shinjuku rendezvous, visited by just about everyone.

The Kinokuniya Book Store Shinjuku Main Store is a bustling hub for culture, arts, and information. Founded in Shinjuku in 1927, the current Kinokuniya building was designed by architect Kunio Maekawa, who also designed the Tokyo Bunka Kaikan, which has been designated a building of historical value by the Tokyo Metropolitan Government. Fuki Fukushima is in charge of the third floor, which houses books on business, social sciences, and humanities. "Here at the Shinjuku Main Store, we pride ourselves on our incredible selection of books and attentive customer service. If a requested book is out of print, we'll offer similar alternatives. We want to be a bookstore that will make people want to come again," she says. The first floor was renovated in 2022, making the store even more inviting and accessible. With a direct connection to the station, it's a convenient spot for meeting up—a bookstore that has and will continue to be a Shinjuku icon.

MAP
07

Books Kinokuniya Shinjuku Main Store

Directly connected to the B7 exit of Shinjuku Station, the bookstore serves as a cultural hub and is home to the Kinokuniya Hall on the fourth floor. The bookstore carries a wide range of genres, from literature to technical textbooks, making it a joy just to browse. There are also several restaurants on the basement level.



Books Kinokuniya also sells original merchandise. Their tote bag features the familiar design of their paper shopping bags, making it perfect for carrying large book buys (3,300 yen).



Fukushima, who joined the company just this April, recommends the book, *Konsaru ichinenme ga manabukoto* (What Consultants Learn in Their First Year). "It's a great read for anybody that's just started working full-time, regardless of occupation," she enthuses.

11 OIWAKEDANGO HONPO CO., LTD.

GOURMET | 25 Akiko Ito

An iconic *dango* store on Shinjuku Street, a timeless fixture amid the hustle and bustle.

Akiko Ito, who has worked at OIWAKEDANGO for nearly 15 years, loves Japanese tradition and culture. "The store's been here for 77 years, so we get a lot of longtime regulars. Sometimes people will visit for the first time in decades, and the fact that we've remained here unchanged is a source of pride for us, especially in as rapidly changing a city as Shinjuku." In recent years, the store has received numerous foreign tourists, with the *matcha-an dango*, or matcha-flavored red bean paste sweet rice dumplings, a firm favorite. "We're famous for our *mitarashi dango* (sweet soy sauce glazed rice dumplings) and *anko* (red bean paste), but people from abroad tend to like the matcha. Our matcha comes from Nishio City, and I hope everyone can try its authentic taste."



Ito, who has been coming to Shinjuku since childhood, says, "It's a big city, like Shibuya or Roppongi, but it's kept some of the comforting feel of the good old days."



MAP 25 OIWAKEDANGO HONPO CO., LTD.

The name of the store traces its origins back to a teahouse from the Edo period, located at a junction (*oiwake*) between the Koshu Kaido and Ome Kaido. At the time, the area around what is now Shinjuku Street was lined with various stores, such as *dango* stores and inns, that provided rest to weary travelers. In 1947, founder Toemon Fuji opened OIWAKEDANGO, in a revival of so-called *oiwake dango* of from the Edo period, and making this store a bastion of Edo culture in the metropolis that is modern Tokyo.



Popular products include the *mitarashi dango* (left: 216 yen) and *matcha-an dango* (right: 270 yen), as well as a *dango* made with naito chili pepper's *shichimi* (seven-spice mix).

12 naito chili pepper

GOURMET | 28 Kentaro Kawabe (Representative of PLAY THE EARTH)

Did you know that, before being revived in 2010 by Shigeyuki Narita through local revitalization efforts, naito chili peppers were first grown in Shinjuku's Naito area as far back as the Edo period? Restaurant owner Kentaro Kawabe, who uses it in an original sauce, explains, "It has a subtle spiciness with hints of sweetness, and you can find products like pasta and *shichimi* containing it all over Shinjuku." Naito chili pepper is even being grown in local elementary schools, becoming a point of pride for the children as a symbol of Shinjuku's urban agricultural heritage.

MAP 28

Naito chili pepper became a popular condiment during the Edo-period soba boom, but urbanization led to the loss of the fields. Products available at ISETAN SHINJUKU, online, or even at the vending machine in Hyakunincho.



Kawabe, who runs travel agencies and restaurants, moved to Shinjuku over 20 years ago, and finding it a surprisingly livable place, has stayed ever since.



Above: A secret-ingredient sauce containing naito chili pepper for fried rice or steak (1,510 yen), while other products come without. Right: Flat noodles kneaded with chili pepper that can be enjoyed as pasta or udon (490 yen).

13 MUSASHINO-KAN

CINEMA | 05 Rie Noda

It was Rie Noda's love of movies that led her to work at her beloved MUSASHINO-KAN. "Our lineup ranges from B-movies to major blockbusters, and that eclectic mix is what sets us apart. What makes it so fun is that you get to come across worlds you're not familiar with," she explains. MUSASHINO-KAN, which has been in business for over 100 years, has offered comfort to people since the postwar era, even amid the city's burnt-out ruins. "Right now, we're in the age of social media. But movie theaters are places where you can connect with others, not just through words but through sharing the same physical space."

MAP 05

The movie theater opened in 1920 thanks to the efforts of volunteers in Shinjuku's shopping district. It was damaged by the Great Kanto Earthquake of September 1923, but resumed operations the following month, screening classic films from around the world. After several renovations, the theater now comprises MUSASHINO-KAN Shinjuku in the Musashino building, and CINEMA QUALITE in the Shinjuku NOWA building.



Noda handles a wide range of tasks, from ticket sales to dealing with distributors. "Our theater has the same chaotic energy as the city of Shinjuku itself. When visiting, be sure to keep an eye out for our famous handcrafted displays," she says.

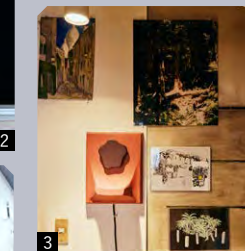


Above: Retro popcorn machines add to the theater's nostalgic charm, while the walls are lined with posters for current and upcoming screenings. Left: Located just a two-minute walk from Shinjuku Station's east exit, MUSASHINO-KAN has a long-established presence in Shinjuku, even amongst the many other mini-theaters that call the area home.

My Dear Shinjuku

(Column : 04)

WHITEHOUSE



1 The three run WHITEHOUSE together while typically working separately. Wakui (left): "Merino Knitted Polo Shirt" (3,990 yen), *1 UNIQLO SHINJUKU HONTEN special iteme SPECIAL EDITION FROM EU/US. Ushiro (center): "BLOCKTECH Coat " (12,900 yen), *2 UNIQLO SHINJUKU HONTEN special iteme SPECIAL EDITION FROM EU/US. Nakamura (right): DRY Sweat Relaxed Full-Zip Hoodie (3,990 yen) and DRY Wide Sweatpants (3990 yen). *3 2 The kitchen window, which opens out onto the street, serves as a counter for the café, and features the sign for the space. A dog figurine that Ushiro picked up somewhere or another also sits by the sign. 3 The walls of the kitchen—used as a bar—are decorated with works by various artists. 4 Designed by architect Arata Isozaki, the building was completed in 1957. Architecture collective GROUP renovated the entrance to the building in 2021, retaining as much of the original structure as possible while making minimal design additions, such as adding a semicircular roof.

A community of art and culture, a community where adults can connect.

WHITEHOUSE, located in the Hyakunincho area of Shinjuku, was once the studio and residence of painter Masunobu Yoshimura, and since 2021 has been used as an art space. How do the three individuals currently running it see Shinjuku? "There are a lot of people in Shinjuku who have moved from other areas, and while it might not have really chic stores, that's what's made it comfortable. There are all kinds of people here, which gives it a welcoming atmosphere," says Wakui. Meanwhile, Nakamura, who visits Shinjuku less often now that she has kids, calls it a "city for singles," reminiscing, "In your 20s, you'd go to Shinjuku, drink all night and go to karaoke. It really is a city for adults." Ushiro appears to agree, saying, "In Shinjuku, you can always go back, in a way, to being 'single.' Wakui has been the one running things around here recently, and we've been seeing a lot more young people. There's also a bar here, which gives it a sense of community. That, too, could be something distinct to Shinjuku."

Profile

Tomohito Wakui: Artist. He creates works that express the primitive possibilities of technology by using programming to combine video, junk parts, and more. Ryuta Ushiro: Artist. A member of Chim↑Pom from SmappalGroup, a collective formed in 2005. Nao Nakamura: Director. Since 2012, she has run the nomad gallery "nao nakamura," which hosts short-term exhibitions.

MAP 02

WHITEHOUSE

In the 1960s, hosted exhibitions for artists such as Genpei Akasegawa. Currently, the art space is only open to members.

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SHOPPING | 05

UNIQLO SHINJUKU HONTEN

Masanori Toyama



MAP 05 UNIQLO SHINJUKU HONTEN

Boasting a sales area of 4,000 square meters, the store spans three floors, featuring a flagship-store selection of the full Uniqlo product lineup, as well as a curated selection of products popular in the US and Europe, tailored for the Japanese market. It's everything that Uniqlo has to offer, including services like UNIQLO COFFEE and UNIQLO FLOWER—the full Uniqlo experience, all in a one place.

UNIQLO SHINJUKU HONTEN, the new face of Shinjuku, city of vitality.

Since joining Uniqlo in 1995, Masanori Toyama has worked as store manager for numerous stores, mainly in Tokyo. In Shinjuku specifically, he was store manager for UNIQLO Shinjuku-Nishiguchi and UNIQLO Shinjuku-Tounanguchi Flags, and has now been appointed store manager of the area's largest store: UNIQLO SHINJUKU HONTEN. "In a place like Shinjuku, where so many long-standing stores have their *honten* (main stores), I feel it's a huge responsibility calling this location our own *honten*. As a global flagship store, we're aiming to be number one in every aspect—selection, sales, and customer service." Just a five-minute walk from the world's busiest terminal, Shinjuku Station, and near the east exit, with all of its iconic stores, UNIQLO SHINJUKU HONTEN is designed to satisfy even the most discerning of fashion connoisseurs. "It's a huge store of around 4,000 square meters, and has Uniqlo's full lineup for men, women, kids, babies, and UT products, as well as UNIQLO COFFEE, UNIQLO FLOWER, RE.UNIQLO, and even UTme!—it's truly a place for customers to experience everything Uniqlo has to offer."



In front of UNIQLO SHINJUKU HONTEN. The main street that stretches from the east exit of Shinjuku Station is lined with iconic, long-established stores. "Our goal continues to be to develop the store in a way that's rooted in the community," says Toyama.

SHINJUKU HONTEN SPECIAL ITEM

UNIQLO SHINJUKU HONTEN Special Items

Special Collection from EU/US

A carefully curated collection of popular products sold only in the US and Europe—until now. Items available for early sale from October 25 online and in-store at UNIQLO SHINJUKU HONTEN.



WOMEN
Seamless down short jacket



MEN
Wool cashmere chester coat

*Women's, men's, and kids' fashion only.
*Available online from Friday, October 25.
*Colors, patterns, and sizes may be limited.



Collabs With Shinjuku's Iconic Honten

Exclusive collab T-shirts and tote bags with Shinjuku's most iconic companies and stores, available only here.

Special Opening Gifts!

First Round For three days only!

10/25 (Fri) ~ 27 (Sun)

first come first serve



*Limited to 15,000 units. *Color selection unavailable.

Second Round For four days only!

11/1 (Fri) ~ 4 (Mon)

first come first serve



For purchases over 10,000 yen

Round Mini Shoulder Bag (Three-Way/Compact)

Our standout global best-selling bag, now even smaller, and with even more features. Created with utmost dedication exclusively for the store's grand opening.

Available in one of six colors

For purchases over 10,000 yen

Sea Water Mist (One of five fragrances)

first come first serve



*Limited to 15,000 units. *Color/fragrance selection unavailable.

Shinjuku Takano's best-selling fruit jellies (12 pieces)



Set of popular items with original drawstring bag



UNIQLO COFFEE — Shinjuku area debut!



UNIQLO FLOWER — effortless enjoyment by the bouquet



Opening Commemorative Perks! Limited Release

Original Purchase Bags



Spend and Receive!

*While supplies last. *Approx. 154,000 units.

OPEN SPECIAL PRESENT