

First In-Station “TRAVELER’S FACTORY” Store! “TRAVELER’S FACTORY STATION” Opening Soon!

Opening date: Thursday, April 27, 2017
Location: Gransta Marunouchi, JR Tokyo Station

Designphil Inc., a design company headquartered in Shibuya, Tokyo, and led by president (CEO) Ichiro Aida, is pursuing its corporate mission to create designs that facilitate communication, put more joy into people's lives, and suggest new lifestyles. We are pleased to announce the opening of our third “TRAVELER’S FACTORY” store, the flagship store for our “TRAVELER’S COMPANY” product brand, on Thursday, April 27, 2017, just outside the ticket gate on the first floor basement of JR Tokyo Station in the Gransta Marunouchi shopping mall.

The first Traveler’s Factory store was opened in Nakameguro, Tokyo in October 2011. It carries stationery including the “TRAVELER’S notebook”, original products, select goods from throughout the world, travel books, and parts for customizing your writing tools. The theme of the store is tools for spending each day as if traveling. The store, located in an old renovated building in a back alley, evokes a sense of travel, in line with the “TRAVELER’S notebook” concept. It is frequented by customers from throughout Japan and all over the world, and serves as a communication hub for users of our products.

The second store, “TRAVELER’S FACTORY AIRPORT”, was opened in July 2014 at Terminal One of the Narita International Airport, a location that is full of travelers. It carries stationery, travel goods, and souvenirs that immediately make traveling more fun. The theme of this store is tools for customizing one’s travels. Its aim is to help make travels more meaningful and enjoyable, and be a place where customers can stop by before their trip, find a tool to accompany them on their journey, and customize their experience.

The third store, “TRAVELLER’S FACTORY STATION”, is opening this spring inside Gransta Marunouchi. It will carry numerous travel goods, including new and unique items created especially for the shop, and is aimed at making rail trips that begin at Tokyo Station, the central hub of Japan’s railways, more fun and exciting.

The store will carry products from the new “STATION EDITION” lineup, which is available only at Tokyo Station, including the “TRAVELER’S notebook” and “Letterpress Sticker”. “STATION EDITION” is based on the motif of an imaginary traveler’s train.

The “TRAVELER’S notebook Station Edition” will feature an original logo embossed on the leather cover in gold leaf. The refill cover for the notebook can be stamped at the store with a stamp only available in Tokyo Station.

“Letterpress Sticker” is a customization tool for notebooks that evokes the texture of smudging and impressions left by the age old letterpress printing machine. The store will also carry masking tape designed to be like a guide for trips by train starting at Tokyo Station, and a bag for a train trip.



A lineup of limited edition items unique to Tokyo Station!

The store will also carry the new “TOKYO STATION” lineup based on a motif of the Tokyo Station building. The lineup includes a convenient cotton bag for traveling by train, TRAVELER’S notebook refills, and a brass tag made at a stamping factory in downtown Tokyo.

There will also be the original “TRAVELER’S FACTORY” coffee candy created in collaboration with a longstanding candy maker in Nakameguro that will make a great snack for your travels, or as a gift from Tokyo.

The store will also include a stamp corner, allowing customers to customize their notebook for collecting stamps from stations throughout Japan, a practice called a “stamp rally” in Japan.

For a limited time, customers who make over ¥1,500 (tax included) in purchases will receive a present of an original coffee candy as part of an opening campaign to commemorate the opening of the “TRAVELER’S FACTORY STATION”.*

Further details of the new store opening will be made available through subsequent press releases and via the official “TRAVELER’S FACTORY” website (www.travelers-factory.com).

The store will feature an array of items that will not only help you enjoy your travels by train, but will help make your daily errands and commute feel more like a journey.

Get ready for great things as “TRAVELER’S FACTORY” embarks on a new journey in Tokyo Station!

* While supplies last.

[Store overview]

Store name:

“TRAVELER’S FACTORY STATION”

Location:

Gransta Marunouchi

Outside the 1st floor basement ticket gate at JR East Tokyo Station, 1-9-1 Marunouchi, Chiyoda, Tokyo

www.tokyoinfo.com/shop/gransta_marunouchi

Opening date:

April 27, 2017 (planned)

Products carried:

- ✓ “TRAVELER’S notebook” and related products (stationery)
- ✓ “TRAVELER’S FACTORY” original items
- ✓ Various items including pouches, bags, travel goods, leather accessories, and stamps
- ✓ Limited “STATION EDITION” items designed after a motif of an imaginary traveler’s train
 “TRAVELER’S notebook”, “TRAVELER’S notebook refills”, “Letterpress Sticker”, “Masking Tape”, “Cotton Shoulder Bag”
- ✓ Limited “TOKYO STATION” items designed after a motif of the Tokyo Station building
 “TRAVELER’S notebook”, “TRAVELER’S notebook refills”, “Brass Tag” “Cotton Shoulder Bag”, “Cotton Bag”, “Coffee Candy”
- ✓ “Roll Sticker” designed after a motif of JR limited express (pre-release).
- ✓ Stamp corner



Comments from Atsuhiko Iijima, “TRAVELER’S COMPANY” Brand Manager

Tokyo Station began operations in 1914 with the opening of the massive station building, featuring three stories of red brick construction and a domed roof that was cutting-edge for its time. Surviving the events of history such as the Great Kanto Earthquake and the Bombing of Tokyo, and watching over the period of rapid economic growth, the arrival of the Bullet Train, and the privatization of the national rail system, Tokyo Station has welcomed and sent off countless travelers over its more than 100 year history as the starting point for train travel in Japan. The station has also served as a transit point for innumerable commuters on their way to work and school each day.

By opening a “TRAVELER’S FACTORY” store in a place like Tokyo Station, we hope to make rail trips more fun, allowing travelers to open their “TRAVELER’S notebook” as they look out the train window during a leisurely rail-bound journey. It is also our hope that the store will give people a renewed desire to travel throughout Japan from Tokyo, and that perhaps it can even make the crowded and laborious morning commute feel instead like a journey. That was the motivation from which the “TRAVELER’S FACTORY STATION” store was born.

“TRAVELER’S FACTORY STATION” will carry travel tools such as the “TRAVELER’S notebook”, items for customizing these travel tools, and items from the “STATION EDITION” lineup based on a theme of trains and Tokyo Station.

Get ready to embark on a new journey from “TRAVELER’S FACTORY STATION”!

※“TRAVELER’S COMPANY,” “TRAVELER’S notebook,” and “TRAVELER’S FACTORY,” are trademarks of Designphil Inc.

※JR 東日本商品化許諾済

※JR 東海承認済

※JR 西日本商品化許諾済

※JR 九州承認済

*TRAVELER’S COMPANY www.travelers-company.com
*TRAVELER’S FACTORY www.travelers-factory.com