

GLOBAL LINK

Introducing LUMINE's latest discoveries from around the world to our customers in Japan

LUMINE presents a unique project that introduces captivating international brands and values discovered through our global initiatives to deliver fresh and inspiring experiences to our Japanese customers through pop-up stores and other interactive touchpoints.

LUMINE provides comprehensive market-entry support for overseas brands seeking to enter the Japanese market spanning from local marketing and logistics to in-store branding and shop operations.



April 2024 NEWoMan SHINJUKU

Mason Studio

As the inaugural project of LUMINE's market-entry support initiative, we hosted the exclusive Japan debut pop-up for the Indonesian fashion brand "Mason Studio" at NEWoMan SHINJUKU.

Driven by a vision to foster deeper cultural exchange, personal connections, and industrial revitalization between Japan and global partners, this event brought the latest Indonesian trends directly to Japanese customers. Along with the brand's signature tweed jackets, the lineup features approximately 30 exclusive items developed under LUMINE's creative direction to commemorate their historic Japan launch.



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September 2025 NEWoMan TAKANAWA

In Love with the World The POP-UP GLOBAL LINK

To celebrate the grand opening of NEWoMan TAKANAWA, we hosted a landmark pop-up event showcasing premier fashion brands from Indonesia, Singapore, and Thailand.

With a curated selection of highly popular brands from LUMINE JAKARTA and LUMINE SINGAPORE, this event was the culmination of our decade-long global journey. We handpicked and beautifully edited an array of exceptional brands and items that we were eager to introduce to our discerning Japanese audience. Featuring a total of 38 diverse brands, the store was transformed into a vibrant gateway connecting Japan with the world.



May 2026 NEWoMan TAKANAWA

Baha Gia

Marking the brand's highly anticipated Japan debut, we hosted a pop-up store for the Indonesian fashion brand "Baha Gia" at NEWoMan TAKANAWA.

The pop-up showcased their Spring/Summer 2026 collection, "Di Tepi Bali." Inspired by the natural beauty and rich cultural heritage of Bali, the collection's uniquely vibrant color palette and exquisite designs captivated many visitors. This event successfully created a meaningful touchpoint, connecting Japanese customers with the cutting edge of Asian fashion.



[View Details](#)

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