



SEPTEMBER 2026

MINOTTI ANNOUNCES THE REOPENING OF ITS TOKYO / AOYAMA FLAGSHIP STORE

Minotti announces the reopening of its **Tokyo** flagship store following an extensive renovation project that reflects the evolution of the brand through a renewed concept of hospitality and an even more immersive experience.

The transformation reaffirms the company's connection with a metropolis that stands as an international crossroads of architecture, design and contemporary culture, while celebrating its natural affinity with Japan.

Located in the heart of **Aoyama**—one of Tokyo's most exclusive and fast-growing districts, renowned for its rich architectural heritage and home to some of the world's most prestigious fashion and luxury brands—the showroom enjoys a prime location. Completely redesigned, it evokes the atmosphere of a modern residence open to the city, inviting visitors to step inside, slow down and embrace the authentic Minotti way of living.

Rather than serving as a traditional retail space, it is conceived as a true two-storey villa, where living, dining and night areas unfold in seamless harmony. The dialogue between indoors and outdoors is enhanced by an open-air patio, newly landscaped green areas and expansive glazed windows inspired by traditional tatami.

The interiors offer a comprehensive vision of the Minotti lifestyle, enriched by bespoke architectural features that reinforce the distinctive character of the project. On the ground floor, areas dedicated to conviviality flow naturally into one another, while the upper level hosts more intimate settings.

More than a conventional showroom, **Minotti Tokyo** represents a destination where architecture, design and lifestyle merge into a single narrative. A place that elegantly embodies the brand's philosophy while reaffirming the **Aoyama** flagship as an international benchmark for Minotti.

Minotti Tokyo / Aoyama by Sukeno

4-21-26 Minami-aoyama,minato-ku

107-0062 Tokyo - Japan

T: +81 3 6434 0142

E: info@minotti.jp

Copyright © Minotti Spa