



THE HOUSE  
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FOR IMMEDIATE RELEASE

## **The House Collective Sets Sights on Japan with the Signing of a New House in Desirable Shibuya, Tokyo**

**Hong Kong, 26 July 2022** – Swire Hotels is proud to announce a collaboration with Tokyu Corporation and Tokyu Department Store (together, Tokyu Group) and L Catterton Real Estate (LCRE) for a new luxury hotel in Tokyo under The House Collective brand, as part of a prestigious mixed used development. Set in the fashionable and vibrant neighbourhood of Shibuya, the as-yet unnamed House due for completion in fiscal year 2027 will be the first outside China for The House Collective; a notable milestone for the brand which marks the start of a new phase of expansion.

This new hotel also marks the ongoing commitment of the Swire Group in Japan as the firm had previous businesses dating back over 150 years with the opening of its office in Yokohama handling imports and exports. The firm gradually built a varied portfolio of businesses, and expanded its network with branch offices in Kobe, Tokyo and Nagoya. In 1959, Cathay Pacific Airways, one of Swire's aviation businesses, inaugurated a service to Tokyo, making it the first foreign carrier to serve the city. The Swire Group's marine and aviation businesses are its principal interests in Japan today.

Launched in 2008 with the opening of The Opposite House, The House Collective creates and manages distinctive hotels. Each with its own cultural character and architecture, The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai are created for seasoned travellers who seek originality, style and personalised service in luxury travel. Each House is uniquely imagined and inspired by its location – from Beijing's prominent art scene, Shanghai's high fashion style, Chengdu's tea and tranquility, to the bright lights of Hong Kong - with distinctive design, exceptional culinary experiences, and individualised hospitality to be found at each. By taking a people-first approach, The House Collective creates spaces and stays which are both inspiring and effortless, setting the brand apart and earning the Houses loyal fans world-wide.

For this new House, The House Collective will work with acclaimed developers Tokyu Group and LCRE, pooling their established market presence and understanding with The House Collective's experience in operating world-class luxury hotels, to create a unique and exciting new destination. Standing for modernity, social vibrancy and luxury, the choice of Tokyu Group and LCRE as partners was a natural fit for The House Collective which puts elevated experiences, people, and places at its core.

Set on the site of the iconic Tokyu Department Store's flagship store historically a stylish shopping hot spot for affluent locals and visitors to the city, the development sits at the edge of fashionable Shibuya. An area steeped in history and recognised around the world for its shopping and fashion, Shibuya is also becoming well-known as a thriving tech hub.



THE HOUSE  
COLLECTIVE

A short walk from Shoto, one of Tokyo's most prestigious and prosperous neighborhoods, the House will be a peaceful retreat from the bustling thrum of the city and offer high-end shopping from world-leading designer brands, art, culture, as well as elevated experiences within the wider luxury development.

Swire Hotel's Deputy Chairman Toby Smith said: "Witnessing the growth of The House Collective is an extremely proud moment for us as we look to expand into new cities throughout the Asia Pacific region. We're delighted to be able to bring our distinctive design and people-first approach in hospitality to Tokyo. Our partners Tokyu Group and LCRE, share our vision of creating a new and vibrant guest experience which, with the opening of our new House will offer world-class hospitality for both locals and visitors to Tokyo."

"Swire Hotels' The House Collective creates elevated luxury experiences with distinctive character and a sense of style", said Kazuo Takahashi, President and Representative Director of Tokyu Corporation. "With Swire and The House Collective, we work with one of Asia's most sophisticated and luxurious hoteliers and are delighted to introduce a new standard of contemporary hospitality to Tokyo", said Mathieu le Bozec, Managing Partner of L Catterton Real Estate.

The new House will be part of the Shibuya Upper West Project by Tokyu Corporation, Tokyu Department Store and L Catterton Real Estate. This 117,000 square meter (includes Bunkamura) landmark real estate project will bring together a potent combination of luxury and high-quality retail, contemporary luxury hotel, luxury residences, as well as art and cultural experiences to the vibrant Shibuya district for the very first time. Architectural design is led by Snøhetta, internationally acclaimed Norwegian architects whose specialty is creating sustainable spaces that fuse conceptual form with nature. With sustainability in mind, this project aims to meet the ambitious sustainability goals of the Tokyu Group and LCRE by obtaining international certifications.

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The Middle House, Shanghai  
by Italian architect Piero Lissoni combines  
minimalist design with a mixture of Chinese  
materials creating an impeccable sense of style.



Designed by award-winning interior architect André  
Fu, The Upper House, Hong Kong, is highly  
individualised and provides a sense of understated  
luxury.



The Temple House designed by Make Architects,  
celebrates Chengdu's history and looks towards the  
future through inspired modern design and art.



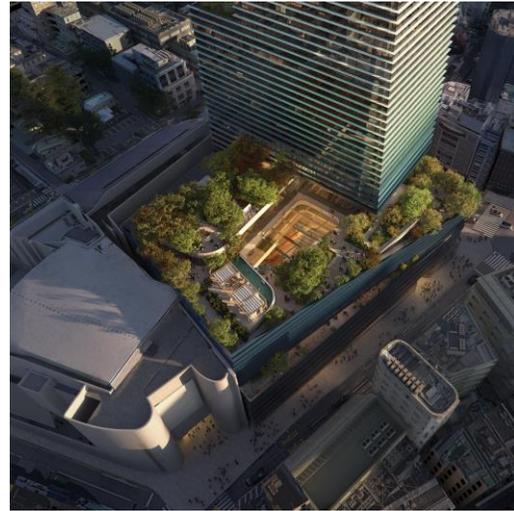
The Opposite House designed by Kengo Kuma one of  
Japan's most celebrated architects, blends bold  
modern sensibilities with Chinese traditions.



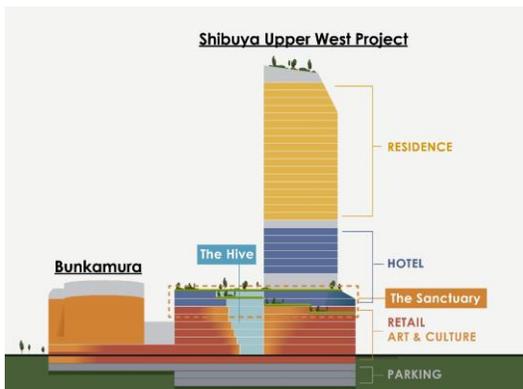
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Architectural Rendering  
Image by Proloog  
Copyright: Snøhetta  
Courtesy of: Tokyu Corporation

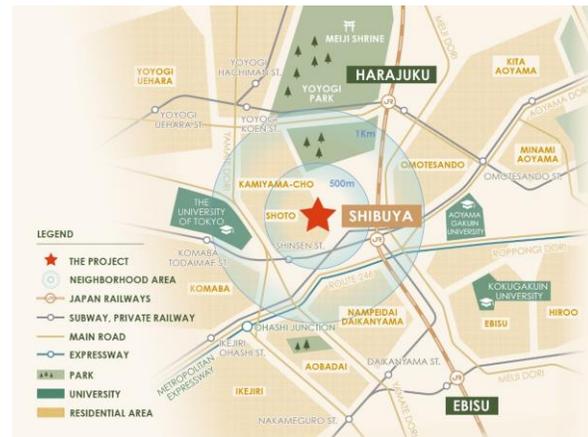


The Sanctuary  
Image by Proloog  
Copyright: Snøhetta  
Courtesy of: Tokyu Corporation



Plot Plan (Subject to Change)–The Shibuya Upper West Project

Courtesy of Tokyu Corporation



Area Map – The Shibuya Upper West Project

Courtesy of Tokyu Corporation



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### **About Swire Group and Swire Properties**

The Swire Group is a highly diversified global corporation, with businesses encompassing property, beverages and food chain, aviation, marine, as well as trading and industrial activities. Its core businesses are mainly focused in Asia, with its key operations in Hong Kong and the Chinese Mainland. Within Asia, Swire's activities primarily come under the Group's publicly quoted arm, Swire Pacific Limited (HKSE: 00019/00087), which is the largest shareholder in two Hong Kong listed companies: Swire Properties and Cathay Pacific Airways. Swire Properties develops and manages commercial, retail, hotel and residential properties, with a particular focus on mixed-use developments in prime locations at major mass transportation intersections.

[www.swire.com](http://www.swire.com)

[www.swireproperties.com](http://www.swireproperties.com)

### **About Swire Hotels**

Swire Hotels creates and manages distinctive hotels in Asia and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with the opening of The Opposite House in Beijing in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. EAST are lifestyle hotels located in Hong Kong, Beijing and Miami with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

[www.swirehotels.com](http://www.swirehotels.com)

### **About The House Collective**

The House Collective by Swire Hotels is a group of refined, highly individual properties that defy comparison. Each uniquely imagined, The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai were designed for seasoned travellers who seek a different, intimate and personalised experience in luxury travel. Each House is a sophisticated, singular piece of design, created by talented architects and designers, that reflect the unique qualities of their surroundings.

[www.thehousecollective.com](http://www.thehousecollective.com)



THE HOUSE  
COLLECTIVE

## **Tokyu Corporation**

Tokyu Corporation is a conglomerate that is the main part of Tokyu Group, which as of March 2022 consists of 224 companies and five other institutions and foundations. With the slogan "Toward a Beautiful Age," Tokyu has been promoting business in areas closely related to the daily lives of customers mainly along the Tokyu railway lines, while leveraging "town planning" centered around the railway business as the foundation of the business. In Shibuya, with the aim of realizing "Japan's most visited city" and "Entertainment City Shibuya," Tokyu is developing and operating a large number of complex facilities and working to improve the attractiveness of the Greater Shibuya Area. For more information about Tokyu Corporation, please visit [tokyu.co.jp/global/](https://tokyu.co.jp/global/)

## **L Catterton Real Estate**

With more than \$33 billion of equity capital across its fund strategies and 17 offices around the world, L Catterton is the largest global consumer-focused private equity firm. Leveraging deep category insight, operational excellence, and a broad strategic network of relationships, L Catterton's team of nearly 200 investment and operating professionals support management teams around the world in building strong, category-leading brands. Since 1989, the firm has made approximately 250 investments in consumer businesses.

L Catterton Real Estate seeks to generate attractive risk-adjusted returns by developing high-quality, luxury retail-driven, mixed-use real estate in premium locations globally, building close and long-term partnerships with premier local developers. LCRE provides differentiated operating and strategic support to its partners, all focused on enhancing value and investment returns to the benefit of all stakeholders. Some notable projects include Ginza SIX in Ginza Tokyo, the Miami Design District in Miami, and the Amazing Brentwood in Burnaby, British Columbia. For more information about L Catterton, please visit [latterton.com](https://latterton.com)

## **About Tokyu Department Store (TDS)**

As Tokyu Group's retail company, TDS operates department stores, shopping centers, and specialty stores mainly in Shibuya and other areas along the Tokyu Railway lines. In Shibuya, TDS operates the "Shibuya Hikarie ShinQs" store in the landmark "Shibuya Hikarie" project, the prominent and well-visited "Shibuya Tokyu Food Show" and several other key projects in the area. By employing a multi-commercialization strategy that TDS calls "Integrating Retailer" and leveraging their expertise and curation know-how developed through their department store business, TDS aims to continually push the boundaries of enriching the customer experience. For more information about TDS, please visit <https://www.tokyu-dept.co.jp/translation/eng.html>.



THE HOUSE  
COLLECTIVE

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