

**The grand opening of ZOZOVILLA, a luxury & designer zone with approximately 90 domestic and overseas brands including LOEWE, Chloé, Dries Van Noten and more, launching March 18th.**

~ Key visuals were created by contemporary artist Yukimasa Ida, including limited edition of 100 posters signed by artist. ~



ZOZO Inc. (headquartered in Chiba City, Chiba Prefecture, Representative Director, President & CEO: Kotaro Sawada), which operates the online fashion retail website ZOZOTOWN (<https://zozo.jp/>), will grand open "ZOZOVILLA" on March 18th, a zone dedicated to luxury and designer items from approximately 90 domestic and overseas brands.

The key visuals for the grand opening were created by emerging contemporary artist Yukimasa Ida, who has created a new piece just for ZOZOVILLA. As a commemorative project to celebrate the grand opening, a limited edition of 100 posters signed by artists will be available for pre-order, first come first served basis, on March 18th at noon (tentative). ZOZOVILLA is a luxury & designer zone with approximately 90 popular brands worldwide, including LOEWE, Chloé and Dries Van Noten. In addition to brands who have previously opened pop-up stores and independent stores on ZOZOTOWN, ZOZOVILLA will welcome a wide range of up and coming brands, as well as official stand-alone stores\*, making their first e-commerce mall debut in Japan. Moreover, we are expecting a number of new brands to join ZOZOVILLA this coming Fall and Winter.

\*The first stores opening on a web-only e-commerce mall, excluding in-house e-commerce stores for the Japanese market.

The launch of ZOZOVILLA aims to provide an enjoyable platform for all fashion enthusiasts, which aligns with ZOZO's history of growing alongside the fashion industry, and its corporate strategy, "MORE

**FASHION x FASHION TECH". As an additional measure to expand our products, which is our focus for the current fiscal year, we will continue to respond to the diverse needs of our customers and provide a wide range of brands and product lineups. Even as the digital shift is accelerating due to the impact of the COVID-19 pandemic, we hope to bring new opportunities to encounter new brands to a greater number of customers, including our younger customers. In addition, ZOZOVILLA will roll out six special features at any given time, showcasing seasonal items uniquely selected by ZOZO.**

**We plan to present not only seasonally focused items and brand features, but also special projects that will allow customers to further enjoy luxury and designer brands by specializing in categories such as fashion, shoes, and cosmetics, and other ZOZOVILLA exclusive initiatives. Contemporary artist Yukimasa Ida was in charge of creating the key visuals for the grand opening, as well as a new art piece "Monkey puzzle" just for ZOZOVILLA. In commemoration of the grand opening, pre-orders / first come first served of 100 copies with the Edition No.1 to 100, signed by Yukimasa Ida will be available for pre-order on March 18th at noon (tentative).**

**ZOZOVILLA will continue to pursue new possibilities for the convergence of art and fashion, which has been drawing increasing attention in the apparel industry in recent years. We plan to share commemorative comments from our brands and stores coming on board and the latests updates through the ZOZOVILLA official Instagram account (@zozovilla\_official). Please take a look.**

#### About ZOZOVILLA

# ZOZOVILLA

- Name of service : ZOZOVILLA
- Grand open date : Thursday, March 18, 2021 noon (tentative)
- Number of products: Over 14,000
- URL : <https://zozo.jp/zozovilla/>
- Instagram : @zozovilla\_official

■ Major brands: Approximately 90 brands, including LOEWE, Chloé, Dries Van Noten, STELLA McCARTNEY, THOM BROWNE, RAF SIMONS, JW Anderson, COMME des GARÇONS JUNYA WATANABE MAN, UNDERCOVER, TAKAHIROMIYASHITASoloist., kolor BEACON, KENZO, POLO RALPH LAUREN, MARC JACOBS, Montblanc.



About the sales of the signed posters to commemorate the grand opening

As a commemorative project to celebrate the grand opening, a limited edition of 100 posters signed by artists will be available for purchase.



This ZOZOVILLA exclusive poster will be available on March 18th at the timing of the grand opening for pre-orders / first come first served for 100 copies with the Edition No.1 to 100, signed by Yukimasa Ida. The art piece "Monkey puzzle" was created in commemoration of the grand opening of ZOZOVILLA. This art piece is a memorable landscape with the motif of a "Daiki", a big tree known as the "Monkey Puzzle Tree" in Ida's London studio. *"Engraving nature with paint. Creating the world with my art work. Now is the time to confront this world and leave something that can only be created in this moment."* With these thoughts in mind, the artist worked his paintbrush to create this piece of art.

■Product name : "Monkey puzzle" Yukimasa Ida for ZOZOVILLA-limited edition of 100 posters signed by artist"

■Price : ¥150,000 (tax included)

■Specifications : 100 copies with the Edition No.1 to 100, signed by Yukimasa Ida, wrapped and delivered in an aluminum frame

■Size : B1 (horizontal length)

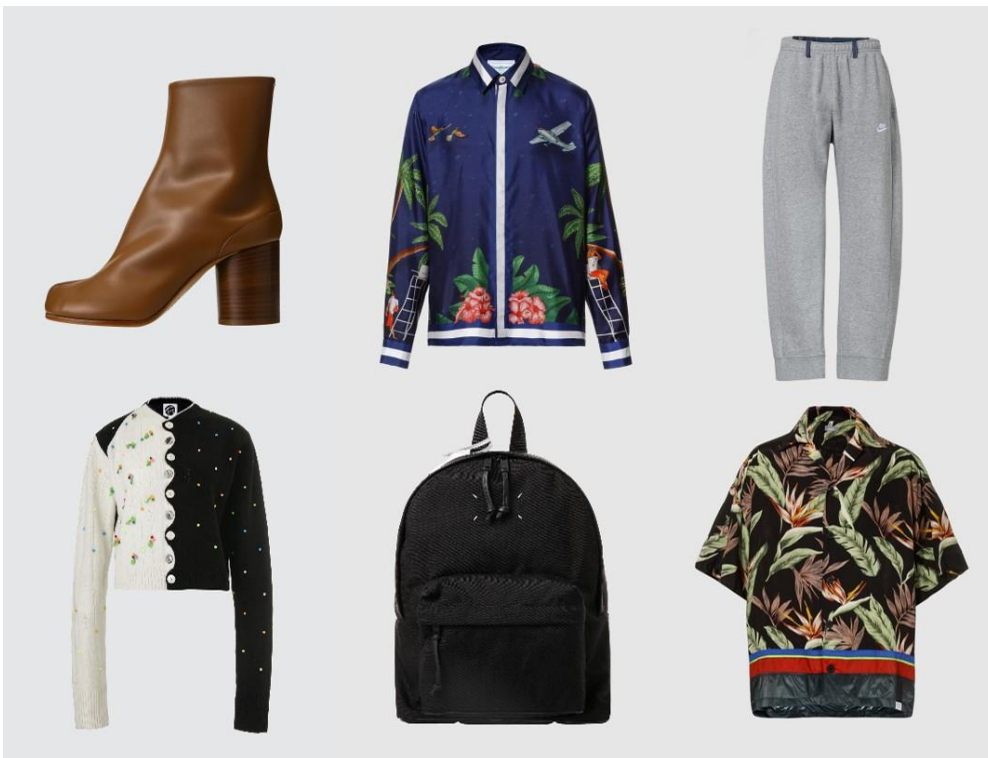
■Pre-order launch date : Scheduled for noon, March 18th (Thursday)

■Comments from Mr. Ida :

In commemoration of the grand opening of ZOZOVILLA, I've created a new painting. This piece is a memorable landscape with the motif of a "Daiki", a big tree known as the monkey puzzle tree. As symbolized by the spreading branches and leaves of this tree, I painted with the hope that this service will reach various people, which could lead to wonderful relationships.

### Pick-up items

At the grand opening, we will carry approximately 14,000 luxury & designer branded items. Prior to opening, we will showcase some of the classic and new items by our featured brands available on "ZOZOVILLA."



From the top left : Casablanca/Print Ls Silk Shirt (¥92,400), THOM BROWNE/EASY BACKPACK IN RIPSTOP NYLON (¥173,800) and kolor BEACON/21SBM-B03131 (¥41,800)

From the left of the lower row : yanyan/ROSIE XL SLV CARDIGAN (¥49,500),

BLESS/Overjoggingjeansmaterialmix (¥108,900) and Pura Utz/FRUIT SALAD POUCH (¥41,140)

\* All prices including tax

## About ZOZO, Inc.

We provide fashion services such as ZOZOTOWN, one of Japan's largest online fashion shopping websites; WEAR fashion coordinating app; ZOZOUSED brand of used clothing fashion malls; ZOZOVILLA luxury and designer zone; ZOZOMAT mat for foot 3D measurement; ZOZOGLASS face color measurement tool; multi-size, which allows users to find their own sizes by inputting length and weight; the D2C business; YOUR BRAND PROJECT; and customer support for various services; and the operation of ZOZOBASE logistics warehouse.

[Press Inquiry]

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Representative / Kotaro Sawada (Representative Director, President & CEO)

Established / May 21st, 1998

Capital stock / 1,359,903,000yen (As of March 31st, 2020)