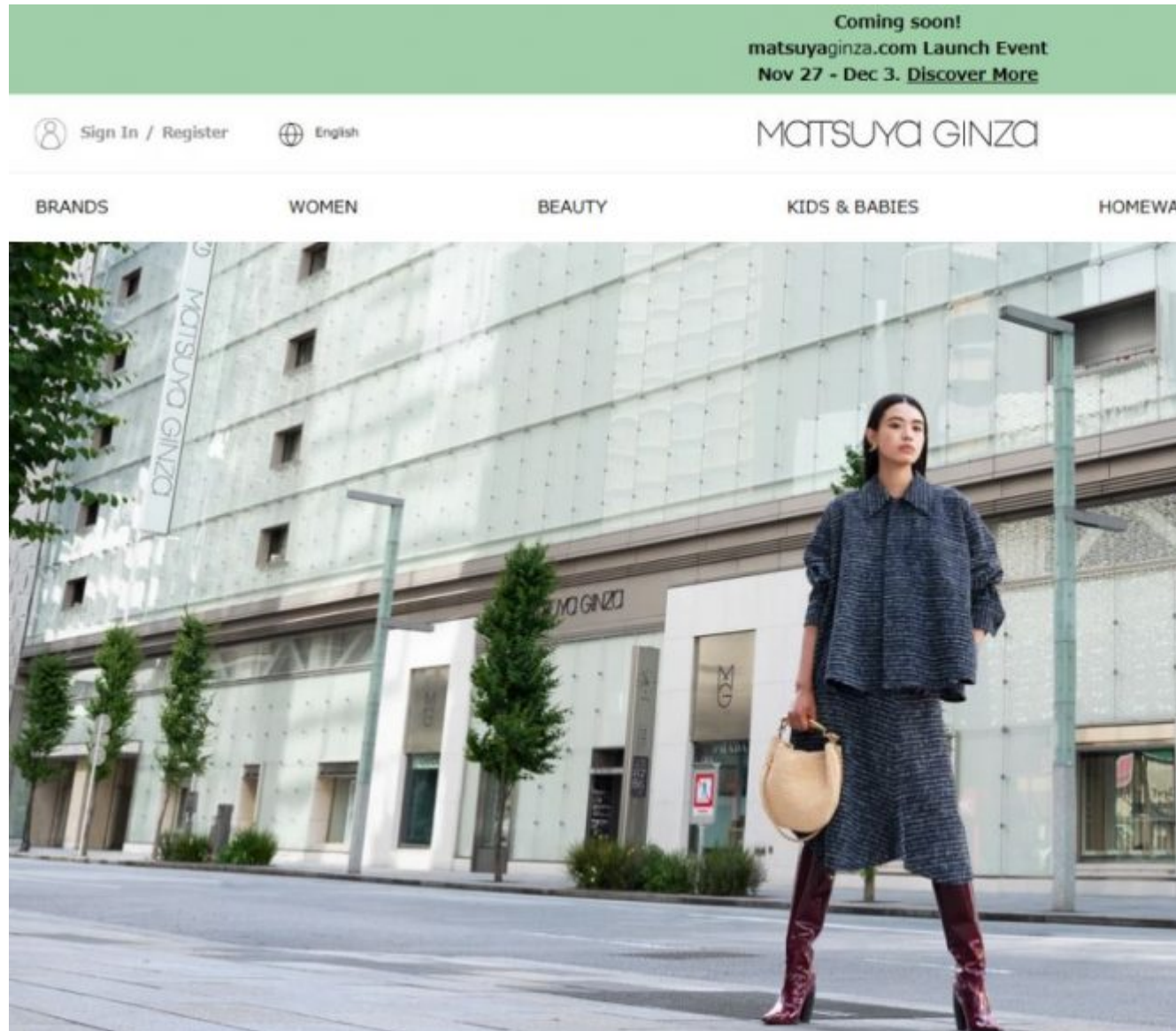


Matsuya Ginza Elevates Luxury Shopping with New Digital Platform

Matsuya Ginza is stepping into the future with the launch of its [new online shopping hub](#). Officially live on November 27, 2024, the platform seamlessly merges Matsuya's legacy of elegance with cutting-edge technology, redefining the shopping experience for both local and international customers.

A Century of Tradition Meets Digital Innovation



As Matsuya Ginza approaches its 100th anniversary, the new platform extends the impeccable service and curated shopping experience synonymous with its flagship store in Tokyo's Ginza district. This transformation builds on Matsuya's 150-year history, from its roots as a kimono retailer to its evolution as a luxury department store offering high-end fashion, cosmetics, homeware, and gourmet food.

The platform is a first for Japanese department stores, offering global customers a "click and collect" service with tax refund options. Shoppers can browse an impressive lineup of brands like MIU MIU, Prada, Roger Vivier, Aesop, and Tom Ford Beauty, all from the comfort of their homes.

