

BVLGARI  
HOTELS & RESORTS

THE BULGARI HOTEL TOKYO –  
BRINGING MODERN ITALIAN  
GLAMOUR TO THE ICONIC  
HEART OF JAPAN’S CAPITAL -  
OPENS TODAY



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Tokyo, 4<sup>th</sup> April 2023 – Bulgari Hotels & Resorts is delighted to announce the opening of their newest luxury hotel, the **Bulgari Hotel Tokyo**, on the 40<sup>th</sup> – 45<sup>th</sup> floors of Tokyo Midtown Yaesu, a new ultra-skyscraper overlooking the iconic red brick Tokyo Station, the Imperial Palace Gardens and the city all the way to Mt Fuji. The Hotel is in walking distance of the Nihombashi and Marunouchi financial districts, and Ginza’s unparalleled shopping and dining.

The new Hotel offers the relaxed elegance of 98 luxurious rooms and suites. Like the hotel’s public spaces, they are designed by the Milan-based architectural studio of Antonio Citterio Patricia Viel, who are responsible for the signature look of all eight Bulgari Hotels and Resorts worldwide.

The opening of the Bulgari Hotel Tokyo is a landmark event on the Tokyo hotel scene, with its superb fusion of Italian lifestyle in harmony with local history and culture.

Bulgari Group CEO, **Jean-Christophe Babin**, enthused: *“We are proud to add a new gem to the crown of the Bulgari Hotels & Resorts collection with the opening of the Bulgari Hotel Tokyo in Japan, a market that has been a strategic market for us for over 30 years. Jewellery and hospitality combine perfectly to meet Bulgari’s clients’ expectations of a high level of service not only in our brand stores, but also when staying in our extraordinary properties, and provides us the opportunity to share the Italian luxury experience, design and creativity in an environment which reflects the Bulgari spirit.”*

The celebrations began with Bulgari Group CEO Jean-Christophe Babin hosting a ribbon cutting ceremony with the Governor of Tokyo **Yuriko Koike**, Italian Ambassador to Japan **Gianluigi Benedetti**, famed actress **Anne Hathaway**, the singer and actor **Tomohisa Yamashita**, Executive Managing Officer of Mitsui Fudosan Co. **Yutaka Kawamura**, Executive Vice President Bulgari Group **Silvio**



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Ursini, General Manager of Bulgari Hotel Tokyo **Yuji Tanaka** and President of Bulgari Japan **Vincent Reynes** in attendance.

Japanese actors **Ryoko Yonekura** and **Ken Watanabe** and well known celebrities **Kōki** and **Hikari Mori** joined them for photo calls and interviews with the media.

They were joined soon after on the 40<sup>th</sup> floor by 400 select guests to launch the Bulgari Hotel Tokyo in appropriate style. Early evening entertainment in the restaurant, lounge and terrace was headlined by singer **Simona Molinari** accompanied by a jazz trio, with a signature menu curated by Chef Niko Romito.

Guests also enjoyed bespoke visits to a selection of the hotel's signature spaces, including the sumptuous 400 sqm Bulgari Suite, the luxurious Spa, and the iconic Rooftop Bulgari Bar and Terrace Gardens with sweeping views of the city on the 45<sup>th</sup> floor.

As evening turned to night the celebrations moved to the 45<sup>th</sup> floor, where sets by DJs **Ami x Aya** and **Alisa Ueno** kept the energy bubbling in the beautiful Rooftop Bar and Terrace Gardens, beautifully illuminated for the occasion, as guests took in the dramatic views of Tokyo in the fresh spring air. In a thrilling Grand Finale to the evening, star guitarist **Miyavi** joined DJ Alisa Ueno on stage for an exciting impromptu live collaboration.

**Yuji Tanaka**, General Manager of the new Bulgari Hotel Tokyo said: *"I am delighted to be providing leadership at the Bulgari Hotel Tokyo and to have the honour of opening this new jewel in the Bulgari crown. I look forward to leading my team of world-class professionals to deliver the impeccable service for which the Italian jeweller of the hotel industry is rightly famous."*

Today April 4<sup>th</sup>, to mark the official opening of the hotel, Bulgari Group CEO Jean-Christophe Babin hosted a press conference with Bulgari Hotels & Resorts Managing Director Silvio Ursini, Bulgari Japan CEO Vincent Reynes, General Manager of the new hotel Yuji Tanaka, architect Patricia Viel, partner at ACPV



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Antonio Citterio Patricia Viel, Chef Niko Romito, Anne Hathaway, Kōki, Hikari Mori and Tomohisa Yamashita. Japanese and International media attending the event joined the press conference and toured the hotel in intimate groups.

Fully committed to audacity and bravery, Bulgari unapologetically links each of its hotels and resorts with a rarest and most precious gem: the Bulgari Hotel Tokyo is associated to a **pink diamond**, in honor of the beauty and harmony rooted in the Japanese culture and of the pink cherry flowers blossoming during the Sakura season.

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### *About Bulgari Hotels & Resorts*

*Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bulgari creations. These are the key elements that characterize The Bulgari Hotels & Resorts collection.*

*For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.*

*The Bulgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bulgari, reflected in its unique design, its contemporary Italian cuisine and its lavish spas. It conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage.*

*Bulgari Hotels & Resorts Collection began as an initial array of three establishments in Milan, London and Bali, and recently added new ones in Beijing, Dubai, Shanghai and Paris,*

*The Bulgari Hotel Tokyo is the eight jewel in the collection, and four additional hotels are coming soon to Rome, Miami, Maldives and Los Angeles, between 2023 and 2026.*



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## About Bulgari

*Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bulgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.*

*Demonstrated through its numerous philanthropic partnerships, Bulgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.*

