

# THE PENINSULA

T O K Y O

## THE PENINSULA TOKYO OFFERS A HOST OF UNIQUE GUEST EXPERIENCES

### *- The Peninsula Academy -*

Since its 1997 launch at The Peninsula Hong Kong and groupwide thereafter, The Peninsula Academy has evolved into one of the hospitality industry's most experiential guest-activity programs. Registered guests at any of the group's nine hotels worldwide may take advantage of an exciting array of personalized tours, classes and activities designed from a local perspective and highlighting key aspects of each location's lifestyle, arts, cuisine, culture, heritage and more. Younger clientele are not forgotten, as each destination offers fun and educational classes tailored to junior guests. Moreover, the offerings are renewed regularly, so repeat visitors will find fresh ways to gain perspective on their surroundings.

A shopping expedition, contemporary art excursion, sake brewery tour and glassblowing class are among the eight distinct offerings now available at The Peninsula Tokyo. The array of choice includes programs conducted at the hotel, as well as outings within the capital or beyond to Kanagawa and Kyoto.

Guests may book any of the experiences via the Concierge, subject to availability. Advance booking is highly recommended – while some programs can be arranged with just one or a few days' notice, others, such as private meetings with leading artists or stylists, require an advance reservation of three months.

### **Jetsetter's Spree: Hankyu Men's Tokyo Personal Stylist**

A one-stop shop for men's retail fashion needs as well as massages, hairstyling and nail care, Hankyu Men's Tokyo is the only department store in the Ginza area that is dedicated to the male shopper. From casual wear to suits and accessories to fragrances, the store's nine floors carry both renowned international brands and their lines made exclusively for Japan, as well as boutique domestic labels sought after by those in the know. With a personal shopping concierge as their guide, discerning jetsetters can shop leisurely, with full assistance in finding just the items and sizes needed to dress in full Tokyo flair.

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Following a Peninsula breakfast on the VIP terrace of The Lobby, participants will be escorted by a Peninsula pageboy or pagegirl via hotel car to the nearby store, where they will meet their personal shopping concierge and have exclusive use of the premises for approximately one hour prior to opening. Among the many popular items crafted in Japan are silk ties, smart folding fans, business bags, natural-fiber socks and exquisite leather shoes. The Hankyu Men's Tokyo personal stylist will assist with any purchases made, and Peninsula Champagne or a soft drink will be served during the experience. Upon return to the hotel, a Peninsula page will deliver all purchases directly to the room.

**Jetsetter's Spree: Hankyu Men's Tokyo Personal Stylist** is offered for parties of one to three (one party per day) and must be booked seven days in advance. Those under the age of 18 must be accompanied by an adult. The price for the five-hour experience is JPY 141,000 for one, JPY 154,000 for two and JPY 168,000 for three participants, including breakfast and chauffeured transport in a customized Peninsula BMW. Transport via a bespoke Peninsula Rolls-Royce may be arranged for an additional fee of JPY 23,000 for parties of one or two, or JPY 22,000 for parties of three. Hankyu Men's Tokyo will extend a 5% discount on the sum total of receipts exceeding JPY 10,001. In addition, 8% tax refunds can be processed on the spot for non-residents of Japan who present their receipts and passport.

### **Hidden Colors of Tokyo: An Insider's Guide to the Contemporary Art Scene**

Tokyo's contemporary art scene is notoriously difficult to navigate, with much of the best collections tucked away in addresses that are challenging even for locals to find. With Tokyo-born art coordinator Natane Takeda as their guide, even those on a whirlwind schedule may enjoy a deeply focused excursion to view works by Japanese artists on an itinerary that is expressly tailored to their personal preferences, interests and needs. As the VIP Relations Coordinator in Tokyo for Art Basel and an associate curator for Artist Pension Trust, Ms. Takeda engages closely and regularly with private collectors, gallerists, leading art institutes and

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museums and internationally known artists. She will personally accompany and guide art lovers on this exclusive tour and assist with any purchase inquiries. In addition to galleries, museums, studios and collectors' private spaces in the capital, venues such as designer cafés and tea houses that are an integral part of Tokyo's art scene may be added to the itinerary as well. Chauffeured transport is offered via The Peninsula's customized Rolls-Royce or BMW.

**Hidden Colors of Tokyo: An Insider's Guide to the Contemporary Art Scene** is offered, subject to availability, for parties of one to three aged 16 or older, and must be booked seven days in advance. The price of JPY 100,000 includes a four-hour tour with Ms. Takeda within the 23 wards of Tokyo and chauffeured transport via a Rolls-Royce (JPY 80,000 via a BMW) for up to three participants. Additional hours are charged at JPY 10,000 per hour for the curator service, JPY 13,000 per hour for the Rolls-Royce service and JPY 9,000 per hour for the BMW service.

### **A Taste to Savor: Sake Brewery Tour**

Visit the Izumibashi Shuzo sake brewery to learn all about this unique beverage directly from those involved in its craft. The focus of the tour will vary according to the seasonal stage of the production process, however all guests will return with expanded knowledge about and appreciation for this multi-faceted Japanese drink – from how it is made to how to enjoy it. Founded in 1857, the Izumibashi brewery is located in Ebina, a top rice-producing area in Kanagawa Prefecture, less than 60 km (37 m) from The Peninsula Tokyo. Unusual among sake producers, it not only mills but also grows its own estate rice, affording participants the rare opportunity to explore sake production from its earliest stage in the field. Visitors will also learn about Izumibashi's special flat-milling process, which removes more fat and protein from each rice kernel, resulting in tastier sake; and about the different flavor profiles of the drink when served chilled, at room temperature or heated. Round-trip transportation via customized Rolls-Royce or BMW, a gift of sake and the services of a dedicated interpreter are included. On the return trip, a stop will be made at Ebina Expasa, a highway service area where the quality and

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sheer number of food and shopping choices have made this refueling station for people and their cars a well-known domestic attraction in its own right. Participants will have the opportunity to purchase regional souvenirs and graze on mouthwatering popular dishes.

**A Taste to Savor: Sake Brewery Tour** is offered, subject to availability, for parties of two to four aged 20 or older, and must be booked three business days in advance. The price is JPY 168,700 for two, JPY 210,300 for three and JPY 251,900 for four participants.

### **Eriko Horiki: Washi Paper Art Experience**

Distinguished for its strength, texture and beauty, *washi* paper permeates Japanese life: it is used in the stencils that create kimono designs; it adorns *fusuma* sliding doors; and it forms the translucent *shoji* panels that are a well-known fixture of Japanese interiors – not to mention its appearance in such everyday items as stationery, gift boxes, lanterns and even banknotes. The author of *Washi in Architecture*, artist Eriko Horiki, has made a name for herself expressing the dynamics of this exquisite paper in innovative ways, from stage design to stunning paper tapestries and light displays, including exciting new applications for OLED lighting.

Participants of this intimate cultural experience will meet with Ms. Horiki in her Kyoto atelier to learn first-hand about her work and the use of *washi* paper in interior decorating. After lunch in a private room with garden views at Manshige, a classic restaurant where multicourse Kyoto *kaiseki* cuisine is served amid displays of Ms. Horiki's designs, they will return to her studio to deepen their study and have the opportunity to purchase or commission an original work at additional cost.

The **Eriko Horiki: Washi Paper Art Experience** is offered, subject to availability, for parties of one to three aged 12 or older, and must be booked three months in advance. Guests under 20 must be accompanied by an adult. The price is JPY 280,000 for one, JPY 340,000 for two and JPY 400,000 for three participants, including breakfast and lunch, transport to Tokyo Station and

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the services of a dedicated interpreter. Transportation to and from Kyoto via bullet train and ground transport in Kyoto is not included in the price, but will be arranged by the Concierge and charged separately.

### **A-List Pampering: Celebrity Beauty Retreat**

Perfect for those guests who are in town for a special evening affair, or who simply wish to indulge in the best of Tokyo during their stay, this full-day beauty program offers private appointments with the city's leading nail and hair and make-up stylists in the luxurious comfort of a Peninsula guest room, as well as a transforming Intraceuticals facial by The Peninsula Spa's head therapist and a light and healthy *Naturally Peninsula* lunch. The experience leaves one looking and feeling absolutely radiant.

The retreat begins at 10:00 am in the thermal suites of The Peninsula Spa, where aromatic steam rooms, dry saunas, "lifestyle" showers and shaved-ice fountains cleanse, soothe and uplift. The over-the-top pampering proceeds with a fragrant herbal footbath; an 80-minute Intraceuticals Rejuvenate Oxygen Infusion facial conducted by head therapist Yaeko Shimoda, a 20-year veteran of the beauty industry; a *Naturally Peninsula* lunch in a private guest room; a personal consultation by award-winning nail artist Michiko Matsushita of Tout Soleil and, last but not least, hairstyling and makeup by Eita, whose star-studded client list includes the world's film and fashion glitterati. A gift set of Intraceuticals skincare products and a discounted voucher for a subsequent facial at The Peninsula Spa are included. The program concludes by 6:00 pm.

**A-List Pampering: Celebrity Beauty Retreat** is offered to one guest aged 16 or older per month and must be booked three months in advance. The price is JPY 670,000 (facial, hair, makeup and nail art), JPY 420,000 (facial, hair and makeup) and JPY 370,000 (facial and nail art).

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### **The Art of the Kimono: Dressing Lesson**

Both male and female guests are invited to celebrate their stay in Tokyo with originality and style as found only in Japan – with a professional fitting of a formal kimono. Guests will select their favorite from a number on offer by Hatsuko Endo, the pioneer of haute-couture formal wear for Japanese celebrations both modern and traditional. This program is a fun and elegant way for single travelers, families or groups of friends to commemorate a visit to Japan by donning this elegantly crafted native garment. Optional hairstyling, makeup and professional photography may be arranged at additional cost.

The expert fitting and the optional hairstyling and makeup are done at The Peninsula Tokyo Wedding Center by Votre Histoire Shu Uemura Wedding, the specialists who oversee bridal styling for the hotel. Participants select their kimono from a photographic portfolio of the current Hatsuko Endo collection, and are fitted in a private room. For an A4-sized photographic keepsake of the experience, a professional photographer may be hired at separate cost for a portrait taken indoors or at nearby Hibiya Park. Guests are welcome to take their own photographs at any time during and after the fitting.

**The Art of the Kimono: Dressing Lesson** is offered weekdays (except Tuesdays) from 10:00 am to 5:00 pm for parties of one to four aged five or older, and must be booked by 5:00 pm of the previous day. Light refreshments are included in the two-hour experience. The price per person, regardless of age, is JPY 68,000. The optional hairstyling, makeup and photo shoot are JPY 8,400, JPY 9,450 and JPY 10,500 per person respectively.

### **Furin Making: Japanese Wind Chimes for Kids**

Glass wind chimes brightly painted with colorful motifs are popular summer decorations in Japan. Known as *furin*, they are hung from porch eaves or in windows, where their clear, light tones draw attention to cooling breezes. Participants in this program will visit Shinhohara Furin Honpo, a family-run business founded in 1915 and one of the few remaining studios in the

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country where these chimes are still fashioned by hand. Each guest will craft his or her very own *furin* by blowing the glass and painting the bell as a keepsake gift of the experience. Available weekdays between 10:00 am and 5:00 pm, the program lasts two hours from door to door. A light snack and drink, complimentary round-trip ground transportation in the hotel's customized Mini Cooper S Clubman and interpretation are included.

***Furin Making: Japanese Wind Chimes for Kids*** is offered on weekdays only for guests aged six or older, and must be booked 48 hours in advance. The excursion price is JPY 25,000 for one, JPY 32,000 for two and JPY 40,000 for three participants.

### **Fold Your Way to Fun: Origami for Kids**

The simple charm of transforming a single sheet of flat paper into a three-dimensional shape with no tools but one's own fingers is why origami, the Japanese art of paper folding, has such universal appeal. Guests will enjoy this opportunity to learn how to create both basic and advanced shapes with the assistance of an instructor from the Origami Kaikan, a Tokyo organization dedicated to the art and with a history dating back to 1858. The 90-minute lesson is conducted in The Peninsula Tokyo's Japanese Ceremony Room, where the *washi* ceiling and *shoji* sliding screens provide a fitting atmosphere in which to experience a craft that harks back to the upper-class samurai society of the 15th century, when origami was an etiquette practiced on occasions of gift-giving and for banquets. A drink and origami set and book are included.

***Fold Your Way to Fun: Origami for Kids*** is offered daily from 10:00 am to 4:00 pm for parties of one to four aged five or older, and must be booked seven days in advance. The price of the 90-minute class is JPY 51,000 for one, JPY 63,000 for two, JPY 74,000 for three and JPY 85,000 for four participants.

The Peninsula's Rolls-Royce and BMW transfers provided as part of The Peninsula Academy programs are in partnership with Hinomaru Limousine Company. All prices include tax. For

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further information about The Peninsula Academy programs or to make a reservation, please contact The Peninsula Tokyo Concierge at +81 (3) 6270 2888, send an e-mail to [conciergeptk@peninsula.com](mailto:conciergeptk@peninsula.com) or visit [peninsula.com](http://peninsula.com).

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### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

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