

N E W S R E L E A S E

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CBRE Supports Allbirds' First Store Opening in Japan

Tokyo, Japan – CBRE advised the San Francisco-headquartered shoe brand "[Allbirds](#)" with their entry into the Japanese market. The first store which opened on January 10, 2020, is located in Harajuku, one of Tokyo's fashion hubs. The space embodies Allbirds' brand concept and corporate philosophy. With the Harajuku opening the brand now has 21 stores across 7 countries, and operates their e-commerce business in more than 30 countries.

Keiichi Takehana (Managing Director, Allbirds Japan) who oversaw the project said, "Japan is unique because it was the first international expansion where we decided to open a physical store before our e-commerce business. For a direct-to-consumer company like ourselves, e-commerce usually takes precedence, or they launch at the same time. In fact in many countries, we have only launched the e-commerce side of the business. For Japan, our goal was to first build a store that would showcase our brand story and have customers experience it firsthand, and then expand into e-commerce which we did a few months after the store opening. Location wise, historically, Harajuku is where many fashion brands have launched and flourished, so it was a perfect fit for Allbirds. Thanks to CBRE's extensive experience and tailored advice, we were able to open our first store in an optimal location, just a minute's walk from the station."

Tatsuya Sugita (Retail Services, Advisory & Transaction Services, CBRE) also commented, "We are proud to have supported Allbirds with their expansion into Japan, their seventh global location after the U.S., New Zealand, U.K., Germany, the Netherlands, and China. By proactively approaching landlords and gaining insight into potential openings before they entered the market, we were able to propose properties that were best-suited for their first store opening. The coronavirus situation has accelerated the integration of physical stores and e-commerce, and Allbirds is a great example of a successful omnichannel customer strategy. We will use this experience to continue to provide strategic advice that will help our clients achieve the highest value for their store openings."

<Project Outline>



CBRE Department in Charge:
Retail Services, Advisory & Transaction Services

Contract
name of
customer: Allbirds GK

Property: Allbirds Harajuku Store

Address: 1F Jingu No Mori Building,
1-14-34, JUNGMAE, Shibuya-ku
Tokyo, Japan

Opening
date: January 10, 2020

Entrusted
business: Leasing brokerage

For inquiries about CBRE's Retail Services

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CBRE Retail Services

As the number one real estate advisory and transactions services firm in the world, CBRE offers a combination of integrated solutions, unique insight, and unmatched experience to deliver successful outcomes for retailers, restaurateurs, investors, owners and developers.

CBRE is aligned with the best brands and companies in the world. We collaborate across geographic borders and service lines to deliver the complete spectrum of strategic real estate services to build advantage for our clients.

Our professionals, unsurpassed in their local market expertise, are supported by dedicated market research, deep experience, and specialized knowledge to help clients make informed decisions in Japan.

CBRE Japan Celebrates Its 50th Anniversary

CBRE Japan marked its 50th anniversary on February 21, 2020.

We value and thank all those who have supported us over the last five decades.

We will continuously aim to deliver advantage for our clients and make a positive impact on society.



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