

TOKION

– PRESENTING JAPANESE CULTURE TO THE WORLD –

TOKION is a multi-faceted platform in this Post-Truth and Post-COVIT-19 era. It consists of digital media, magazine, EC, and a concept shop “TOKION the STORE.”

The year 2020 created both physical and mental distance among people. With its strong belief that art, fashion and culture are the most essential elements for our living, TOKION delivers them with its multi-faceted and unique perspectives.

At the crossroad of all sorts of fashion and culture, Tokyo -the largest city in Asia- has always created new values and vogue by creatively combining thoughts and actions. Japanese have always found something new from what already exists, through revealing new facets or through re-definition.

Listening to the “Sound of Now” and watching “Now” , TOKION delivers the cutting-edge of reality to the world from Tokyo where the tradition and modern are inter-woven.

DIGITAL MEDIA

E-COMMERCE

MAGAZINE

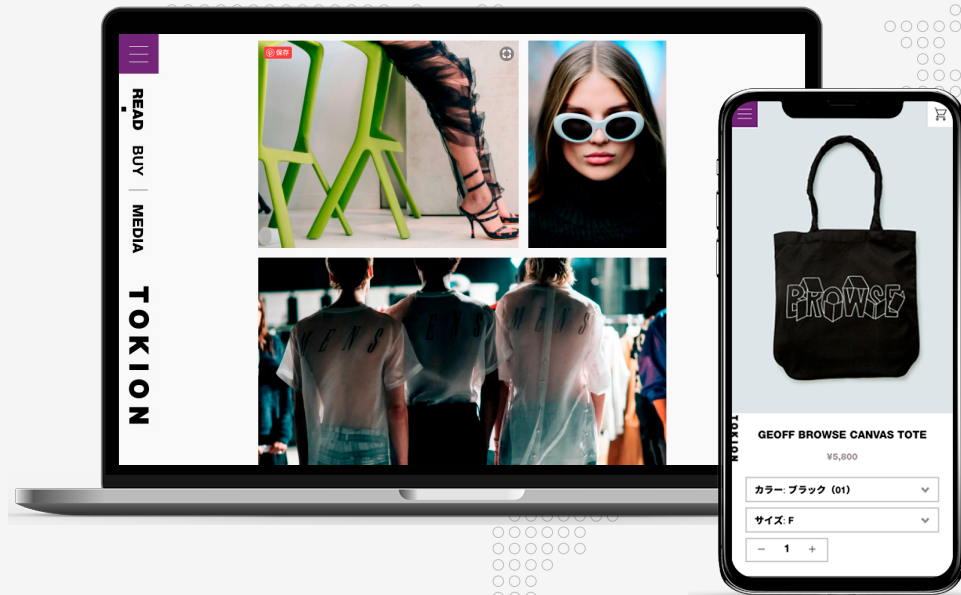
TOKiON the STORE

TOKiON.jp

TOKION

– MEDIA COMMERCE –

We are launching Media-Commerce, which is the integration of media and commerce. It is a new value proposition where readers' sensations / feelings with the contents' theme / story / context converge to the act of consumption. Goods being delivered as a result of consuming digital media probably sets a totally new concept of consumption. Delivery outside of Japan available. E-commerce site is in Japanese and English (more languages to follow).



SNS / MAIL MAGAZINE



SNS texts in Japanese and English for followers around the world.

SNS も国内・国外の読者に向けて、日英バイリンガルで展開。

TOKION

- TOKiON the STORE / MAGAZINE -

TOKiON the STORE will be open on the 28th of July in the RAYARD MIYASHITA PARK. The store has collaboration items with local and international artists and media contents-related items.

TOKiON the STORE



TOKiON the STORE is on the 2F in the "North" Northof RAYARD MIYASHITA PARK. Our curator, Creative Director Daisuke Gemma, selected various original items such as clothing and sundries as well as collaboration items with local and international brands and artists. You would be thrilled to see the embodiment of Japan's cutting-edge culture in any of these items.

MAGAZINE



BOX COVER + 10 MAGAZINES

To be published irregularly. The first issue features "OBSERVE" where eight individuals including Pierre Soulages, Tadanori Yokoo, and a comedian "Croket" reevaluate the ordinary day-to-day life and make new discoveries. It comes in an original box with six booklets and three posters.