TRIPLE FIVE SOUL LAUNCHES JAPANESE FLAGSHIP RETAIL LOCATION IN HARAJUKU

Harajuku, Tokyo (October 19, 2006) -

Triple Five Soul is celebrating the opening of a new Japanese flagship shop, the latest addition to its growing roster of retail locations, in Tokyo's fashion mecca, Harajuku. The two-story, 900 square foot location officially opened its doors on October 7th. The opening is particularly auspicious as Triple Five Soul has not had a full-fledged retail face for the brand in Japan since its initial expansion to the market in 1997.

Famous for its fashion subculture, the fashion boutiques of Takeshita Street and the independent design shops of the Urahara backstreets, Harajuku's iconic status makes it a perfect new home for Triple Five Soul. The store itself mixes the Triple Five Soul aesthetic – a classic amalgamation of wood, steel and glass, with the usage of clean and sophisticated black space, as well as beautiful New York City black and white street photography.

"Being that Japan is a key link in Triple Five Soul's international community, the Harajuku store opening serves not only as a key to our expanding retail presence in Asia, but to our overall global perspective" states Triple Five Soul's CEO, Troy Morehouse. "From an image perspective, Tokyo represents the gates to the East for us, and having this retail cornerstone to the Japanese marketplace will only augment our growing presence within the exploding Asian marketplace. We consent that this is no easy task yet are working hard at the opportunity that this new market poses."

The Harajuku store, located at the following address, is now open daily from 11am – 8pm.

Triple Five Soul Harajuku
YO Building 6-7-15, Jingumae
Shibuya-ku Tokyo

Since its birth in 1989, Triple Five Soul's forward-thinking design integrity has had a tremendous and lasting influence on the international creative underground. Today, T5S' global lifestyle apparel and accessories remain dedicated to affirming personal culture, style and *soul*.

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