



Tokyo Life

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Serious shoppers need more than a clothes rail and a credit card to achieve the ultimate retail rush – something the Japanese understand intrinsically. In May both Selfridges stores celebrate Japanese retail culture with the launch of their biggest-ever in-store event: **Tokyo Life**

In Tokyo, shopping is an art form, and the city's great shops are temples to consumerism, where a mix of entertainment, service and spectacle pull in the crowds. This May, Selfridges goes all Nipponese and brings you the most cutting-edge men's and women's clothing, the best in home interiors, and the tastiest food and drink, direct from the land of the rising sun.

Re-Orient your wardrobe with fashion exclusives never before sold in the UK, including Loopwheeler sweatshirts and Evisu's golf bag range. At The Lab, you'll find street brand 20471120's recycled Lee and Wrangler jeans, and Honda's cult clothing range which features American-style biker jackets and supertrashy accessories. For the interior of your temple, traditional Japanese design is reworked with bright, modern items, from plastic ashtrays in vibrant hues to cool ceramics for 21st-century tea ceremonies. The food hall will be rolling in sushi, as well as fresh fish, direct from Tokyo's Tsukiji market, the biggest in the world.

If you're after authentic Japanese tipples, London's first-floor Espresso Bar will become a sake service point with 60 different brands, while Gordon's Bar stocks up on Asahi beer. For nocturnal cravings, the 24-hour convenience store on the corner of Oxford and Orchard Streets will also stock Japanese fare. Culture kicks in with a programme of contemporary art, including an exhibition by artist Masato Nakamura, who creates sharp neon installations based on convenience store logos. *Tokyo Life runs throughout May in Selfridges London and Manchester.*

