

Opening of "TASAKI London New Bond Street" - TASAKI's First Flagship Store in Europe

TASAKI is a Japanese Maison offering unique and fashionable jewellery creations, with a particular focus on pearls and diamonds.

Founded in 1954 in Japan, TASAKI is marking its presence in London, with its first stand-alone boutique in Europe, located in London's historic Mayfair, at 170 New Bond Street, W1S 4RB. TASAKI has chosen to establish its first European flagship store in the United Kingdom – marking an important milestone in the evolution of TASAKI as a global brand.

The listed 5,015 square-foot (466 m²) TASAKI boutique has a geometric interior focus, echoing the balanced rectangular frame design of the TASAKI Ginza Flagship façade, embracing the Maison's DNA by creating a unique harmonious environment.

The boutique consists of 7 floors, comprising of a series of intimate areas dedicated to showcasing a range of jewellery collections, including TASAKI Atelier, designed by TASAKI's Creative Director Prabal Gurung, alongside the iconic designs of TASAKI COLLECTION LINE and M/GTASAKI. Located on the second floor is a client salon.

The new TASAKI boutique will house eight exclusive high jewellery creations to celebrate the opening of the flagship. The "brilliant grace" collection takes inspiration from the ocean, with a romantic image of a deep, silent underwater world where mysterious and exotic creatures live, and the hint of discovery of what lies beneath is captured by rays of sunlight flickering beneath the waves.

TASAKI provides the finest quality pearls from the brand's own pearl farms in Japan and Myanmar, TASAKI is committed to creating products through the management of upstream and downstream operations and encourages a culture that embraces the beauty of nature and sustainability.

TASAKI's world of modern elegance is reflected in the construction of the new Boutique and its unique range of jewellery created to the highest standards of craftsmanship, which awaits visitors at this exciting new location.

Store Information:

TASAKI London New Bond Street

Address: 170 New Bond Street, London W1S 4RB, United Kingdom
Floor Space: Ground Floor: 81 m²; First Floor: 79 m²; Second Floor: 70 m²; Third Floor: 66 m²;
Fourth Floor: 56 m²; Fifth Floor 40 m²; Basement 74 m² Total: 466 m²
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