

# SEIYA NAKAMURA 2.24 INC







- *Company Overview*
- *Company Structure*
  - Wholesale*
  - Press / Marketing*
  - Consultancy / Brand Development*
  - Retail*
- *Our Clients / Partners*
- *Future Plans*



## *Company Overview*

---

SEIYA NAKAMURA 2.24 is a multidisciplinary consulting agency founded in 2014, with offices and showrooms located in Shanghai, Tokyo, Hong Kong and Paris.

Our internationally diverse team is a cultural and economic think tank built on global and localized market expertise. Fusing both commercial and creative approaches, we provide a holistic strategy, specialised in the areas of branding, wholesale, press, and distribution; connecting our clients to top-tier cross industrial talent.

# Company Structure

---

## Business Pillars

---

Identifying and executing opportunities by utilizing our three core pillars of Wholesale, Press, and Consultancy, to develop strategies for growth distinct to each client.

### · Wholesale

Representing brands in multiple showrooms internationally, to a combined network of over 1000 stores.

### · Press / Marketing

Enabling local press visibility as a key strategy to enhance the brand's awareness while maintaining a suitable brand positioning.

### · Consultancy / Brand Development

Offering creative, strategic and commercial advice, including investment-related queries, to balance and propel creative goals with commercial strategy.

### · Retail

Supporting the expansion of brands' retail networks in Japan with our strategic partner, Itochu.

# Company Strength

## APAC Market Share

---

The Asia-Pacific region continues to see strong growth and has become a key market for many international brands. According to Business of Fashion's annual report, "The State of Fashion 2021," market valuations "[...] show that a brighter future lies ahead for companies that are heavily indexed in digital channels and the Asia-Pacific region." China and Japan are two of the most prominent and promising markets within this region.

With an extensive network in China, Japan, and the further APAC region, Seiya Nakamura 2.24 is fully equipped to develop each brand's business and image on a more localized scale. Ideally placed to conduct local market research allows for the ability to enhance press visibility, tackle the fast developing digital landscape, and provide a deeper understanding of competition within the market.



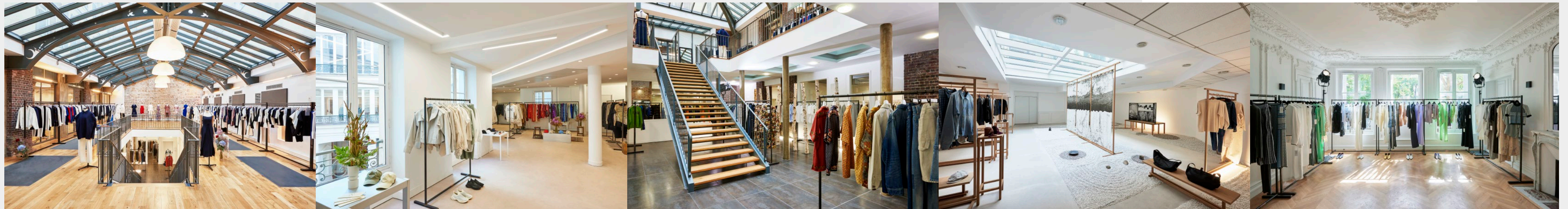
# Wholesale Showroom *Paris*

---

Seiya Nakamura 2.24's reach extends beyond the Asia-Pacific region into the broader global market.

During fashion week, our team operates and manages multiple showroom locations and group showrooms throughout Paris; including our multi-brand space, Ryodan Showroom.

We welcome over 1,000 international acclaimed stores every season with our global retail network and extensive brand development expertise.





# Wholesale Showroom *Shanghai*

As the world's most lucrative and fastest-growing luxury market, China offers abundant opportunity for brands and investors to expand their business.

With an office in the Bund area in Shanghai, we aim to enhance the awareness and reputation of our client's brands in the Chinese market. Our team has both local and international expertise, and maintains a network of over 300 clients.

Chinese press has a direct connection and influence with retail, particularly on digital platforms. Many international brands now focus their attention on building strong brand profiles via Chinese applications due to the barrier of entry. Our office offers opportunities to spread and launch the brands exclusive news and material through A-line domestic media, deeping the link between press and sales.





# Wholesale Showroom *Tokyo*

Widely considered as the innovator of APAC's fashion industry, Japan offers an extensive network of luxury retailers across all major cities, with a stronghold in Tokyo. Retailers in Tokyo are a key factor in exposing brands directly to the market while highlighting the importance of each brand; strengthening the brand's image locally as well as globally.

The Tokyo office and showrooms are strategically located in the center of the Omotesando shopping district. Our team is extremely knowledgeable of the unique and complex Japanese market, welcoming over 200 department stores and boutiques across the country.

With a deep understanding of the market, our press team maintains strong relationships with local Japanese media outlets both digital and print, ensuring that each of our clients are fully represented.

Furthermore, this understanding allows us to strategize and target outlets based on each brand's goals.



# Worldwide Wholesale Network

We ensure that we continuously provide quality and variety by introducing our clients to the most adequately matched retail locations from a pool of the most respected stores throughout the globe.

Asia

- SKP, CHN
- SND, CHN
- HUG, CHN
- DSM Beijing, CHN
- B1OCK, CHN
- XC273, CHN
- Anchoret, CHN
- Assemble by Reel, CHN
- Lane Crawford, CHN
- I.T, CHN
- Galeries Lafayette, CHN
- Luxemporium, CHN
- Joyce, CHN
- Le Monde de SHC, CHN
- The Balancing, CHN
- Lane Crawford, HK
- I.T, HK
- Joyce, HK
- Galeries Lafayette, MAC

- Isetan, JPN
- DSM Ginza, JPN
- United Arrows, JPN
- Takashimaya, JPN
- Beams, JPN
- Tomorrowland, JPN
- GR8, JPN
- Nubian, JPN
- ESTNATION, JPN
- Ron Herman, JPN
- BARNEYS NEW YORK, JPN
- Addition Adelaide, JPN
- Hankyu, JPN
- Ware Mo Kou, JPN
- Restir, JPN
- ReVoLuTioN, JPN
- 1LDK, JPN
- cherry, JPN
- B Shop, JPN

- Space Mue, KOR
- Boon The Shop, KOR
- Adekuver, KOR
- Galleria, KOR
- Addicted, KOR
- 10 Corso Como, KOR
- BEAKER, KOR
- Tom Greyhound, KOR
- KREAM, KOR
- Empty, KOR
- Trends, TWN
- One Fifteen, TWN
- Artifacts, TWN
- b.space, MYS
- DSM Singapore, SGP
- CLUB 21, SGP
- Flanerie, VNM
- Siam Discovery, TH

Oceania

- Harrolds, AUS
- Pieces, AUS
- NOLM, AUS
- MARAIS, AUS
- Camargue, AUS
- Maillot, AUS
- Incu, AUS
- Parlour X, AUS

North America

- Maxfield, USA
- Saks Fifth Avenue, USA
- Nordstrom, USA
- THE WEBSTER, USA
- H-Lorenzo, USA
- La Garçonne, USA
- DSM New York, USA
- DSM Los Angeles, USA
- Bergdolf Goodman, USA
- HIRSHLEIFERS, USA
- ESSX, USA
- Deparatamento, USA
- Mohawk General Store, USA
- BODEGA, USA
- Union, USA
- Roden Gray, CAN
- NOMAD, CAN
- Leisure Center, CAN
- Holt Renfrew, CAN
- 017, CAN
- Neighbour, CAN
- HAVEN, CAN

Europe

- Selfridges, UK
- Browns, UK
- Harrods, UK
- LN-CC, UK
- DSM London, UK
- Printemps, FR
- Galeries Lafayette, FR
- The Broken Arm, FR
- L'Éclaireur, FR
- Le Bon Marché, FR
- DSM Paris, FR
- Antonioli, IT
- Luisa Via Roma, IT
- Antonia, IT
- Slam Jam, IT
- MACONDO, IT
- 10 Corso Como, IT
- Eraldo, IT
- Penelope, IT
- Gente, IT
- Andreas Murkudis, DEU
- Voo Store, DEU

Middle East

- Bon Génie, CH
- SVD, ESP
- Smets, BEL
- Icon, BEL
- ANSH46, NLD
- Velours, NLD
- Le Form, RUS
- KM20, RUS
- Peak, RUS
- Harvey Nichols, UAE
- Closet Case, UAE
- Galeries Lafayette, QAT

E-Commerce

- SSENSE
- Net-a-Porter
- Mytheresa
- Tmall Luxury Pavilion
- MR. PORTER
- HBX
- Luisa Via Roma
- Zalando

and more...



# *Press / Marketing*

---

Our team is able to develop a marketing strategy catered to each brand to further brand awareness, deliver key messages, and build leads that translate into sales to achieve the goals of our clients.

Our marketing plans include targeting, positioning creative production, social media planning, event/installation execution, and KOL/influencer marketing.

In the APAC market, KOLs, influencers, and events play an important role in increasing a brand's awareness. Furthermore, interactions between brands and influencers and the direct connection provided to customers through these activities have proven to connect directly into sales.

# Media Communication

Shanghai / Tokyo, where our PR office is located, is one of APAC press pillars,  
we can reach to the consumers whor prefer monolingual culture and know the importance and value of local media.

China



Tokyo





# VIP & KOL Communication

We have an extensive network of connections to VIP & KOLs that have proven to be vital in all marketing strategies aimed towards the APAC market.

## China



## Japan





# Project Case Study



## *Courrèges, Music Party / FOF@Vogue / Private Press Dinner*

To mark brand's official entry into the Chinese market, SN224 helped Courrèges held a music party in Shanghai in 2023. The same year, the artistic director, Nicolas Di Felice were honored to receive an invitation to take part in the FOF event organized by Vogue. Nicolas was invited to a panel talk as the speaker under the topic of music, fashion, and community. SN224 PR Team also generated a press dinner, the dinner aims to officially introduce Courrèges the brand and the Artistic Director, Nicolas Di Felice to China local senior media titles and community representatives.



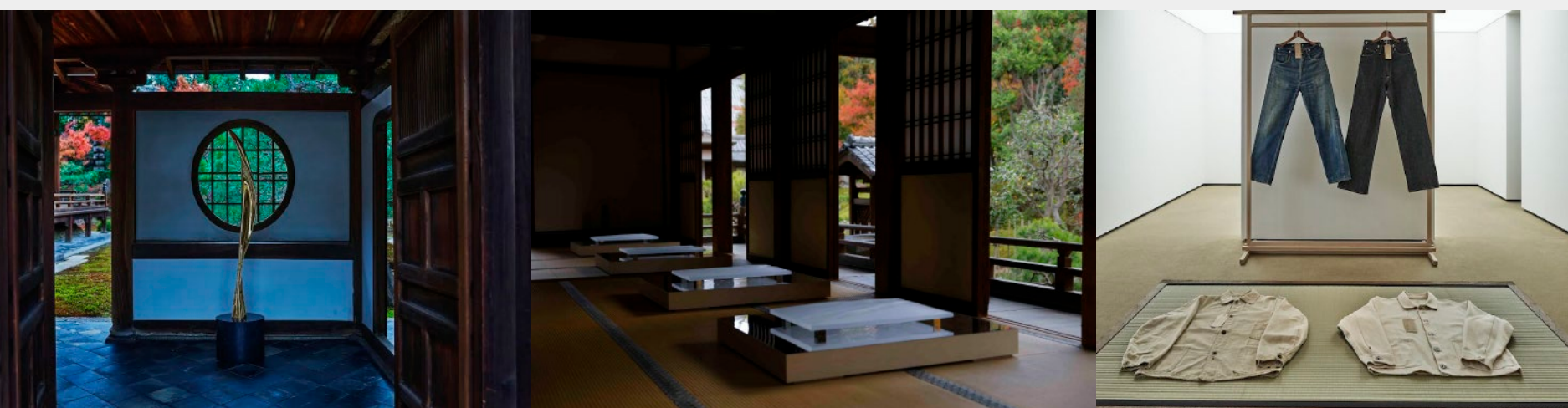
## *Marine Serre, Sustainable Exhibition / Pop Up at SND and Hug*

SN224 has played a crucial role in elevating the profile and establishing the presence of MARINE SERRE in the China market. They have been instrumental in ensuring the brand's robust "ECOFUTURIST" message is effectively communicated. For the MARINE SERRE Pop-Up store with the launch of its SS23 collection, SN224 curated the event guest lists with attendance from top media editors to KOL. For the canU Sustainable MEI Exhibition, SN224 successfully conveyed MARINE SERRE's revolutionary ecological commitment to both its audience and the industry.



## *Ganni, Pop Up at Parco Shibuya & Ginza Six*

Ganni opened first Pop Up store at Shibuya Parco in 2023 and second Pop Up at Ginza Six in 2024. For Shibuya Parco, on a day before the opening date, SN224 held the opening event and gathered 50 Ganni Girls (& Boys) for the event, all dressing, celebrating its first pop up store in Japan. Also we were handling IG AD consulting for Ganni's official IG. Especially for Ginza Six, SN224 create a local video for Ganni's official TIKTOK. As SN224 are in charge of Retail development/ WS / PR of Ganni, This Pop Up was all conducted by SN224 by communicating with Ganni's HQ.



## *T.T (Taiga Takahashi), solo exhibition “Presence in Absence”*

The first solo exhibition of designer and contemporary artist Taiga Takahashi, held at Ryoshokuin, the pagoda of Kenninji Temple in Kyoto. Kenninji Temple is a place that Takahashi frequented during his lifetime and that has continued to inspire his creations. The exhibition features works inspired by the draping of garments represented in statues and paintings from ancient and modern times. Also, Takahashi's personal collection of clothing from the early 1900s collected by himself was presented to the public at Hosoo Gallery / T.T. SN224 was in charged of press release distribution, as well as press tour taking guests to these locations.



# Project Case Study



## *Taka Ishii Gallery, Sterling Ruby x DSMG x Tokyo Gendai*

Sterling Ruby, an American Artists, who belongs to Taka Ishii Gallery, One of the top contemporary art galleries in Asia, produced the limited edition of silver necklace, in his studio, S.R. STUDIO. LA. CA. SN224 arranged its distribution in Japan, and it was decided at Dover Street Market Ginza, and also we secured the pop up space for this, selling necklace together with exclusive T-Shirt / Art Piece and catalogue of his previous exhibition in Tokyo & Kyoto, which Taka Ishii Gallery conducted. A cocktail party at Rose Bakery was also conducted on the night of launch date and will invite art community, fashion industry KOLs, VIP & Influencers.



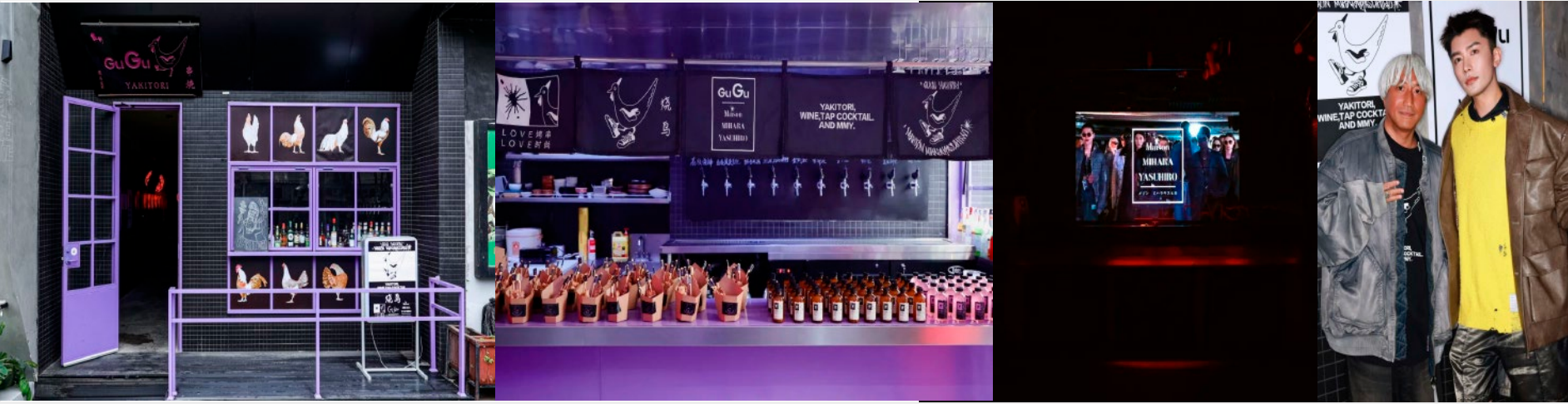
## *Nonfiction, Kyoto Bal Pop Up*

Nonfiction's significant entering plan into Japanese market in 2024, They chose Kyoto as their destination. In order to highlight its presence in Japan, SN224 suggested and connected with the design/architectural company, Daikei Mills for the interior of the store. Also, we suggested & executed whole PR plan including not only securing media exposure and conducting preview event, but also, gifting hand soap to key Kyoto place, connected with Kyoto's local community as well as oversaw the IG plan / GWP idea.



## *CFCL, Pop Up at Isetan Salone with Kazunori Hamana*

CFCL, a fashion brand by designer Yusuke Takahashi, is holding a pop-up featuring its "VOL.2 Collection" (2021-22 A/W collection) at ISETAN SALONE in Roppongi, Tokyo. In addition to the RTW collection, four works created by ceramic artist Kazunori Hamana for the pop-up was also on display and for sale. The ceramic works were commissioned directly by Takahashi, and incorporate geometric motifs that are similar to those of the "CFCL" design. The brand proposes "Pottery Desserts," a series of dresses inspired by ceramics, and the designer felt an affinity with the works and approached Takahashi to create them.



## *Maison MIHARA YASUHIRO, Special Pop Up and Community Party*

Maison MIHARA YASUHIRO collaborates with GuGu Yakitori Restaurant and All Club to present China's first "Hello MMY" themed pop-up event and electronic music party. Fashion and culture, gourmet food and fine wine, music and dance—Maison MIHARA YASUHIRO uses sincere and unique aesthetic language to bridge all differences and connect us all.



# *Consultancy / Brand Development*

---

Utilizing our team's wealth of experience,  
we work very closely with clients to ensure each aspect of their brand is able to reach its fullest potential.  
In addition to our Press and Wholesale services, we offer the below consulting services:

- Pricing
- Production
- Merchandising
- Product Development
- Collaboration/Licensing
- Creative Development
- Wholesale/Marketing Strategy



# Brand Development *New Talents*

Our showrooms currently serve as a gallery for the next generation of design talent. Working closely with young designers and their teams to ensure steady, stable, and sustainable growth. By catering our consulting services to each brand's unique needs, we have seen the continued recognition and success of some of the most creative talents in the industry today.

It is our mission to continue discovering and developing burgeoning talent to ensure the diversity and creativity of the international retail industry.

Namacheke



Khoki



Stefan Cooke



JiyongKim



Edward Cuming



T.T



# Retail

---

Leveraging our extensive expertise in brand development and deep understanding of the Japanese market, we support the expansion of brands' retail networks in Japan. Our strategic partnership with Itochu enables us to develop market-entry strategies and leverage relationships with key commercial facilities, securing valuable opportunities and enhancing market penetration and growth for the brands' retail footprint.

We provide comprehensive support from market entry strategy to launch, actual operations, and PR to build a strong community presence.

This end-to-end approach ensures seamless integration and sustained success in the Japanese market.



TOTEME



GANNI



# Clients & Strategic Partners

Designers

courrèges

DRKSHDW

DION LEE

FenG  
Chen  
WANG

FUMITO GANRYU

JACQUESMARIEMAGE  
LOS ANGELES

KHAITE

Mame Kurogouchi

MARINE SERRE

Maison MIHARA YASUHIRO  
メゾン ミハラヤスヒロ

NAMACHEKO

PETER DO

Proenza

Schouler

Rich Owens

SHUSHU/TONG

SONG

FOR THE MUTE

The Elder Statesman

LOVE

Contemporary

AMOMENTO

ARIES

AUTRY  
ACTION SHOES

A.P.C.

BASE RANGE

CAMP  
PER  
LAB

CE

DESCENTE

Drôle de Monsieur

GANNI

Goldwin

GUESS

HEREU

OAMC

LOW CLASSIC

RQA

SATISFY

Taka Ishii Gallery

Lifestyle

athletis

TEKLA

NONFICTION

New Talents

machi.

EDWARD CUMING

JiyongKim

KANAKO SAKAI

LÜ'U-ĐAN

NAMESAKE

PAULA CANOVAS DEL VAS

R A N R A

T.T

SONIACARRASCO

\_J.L - A.L\_

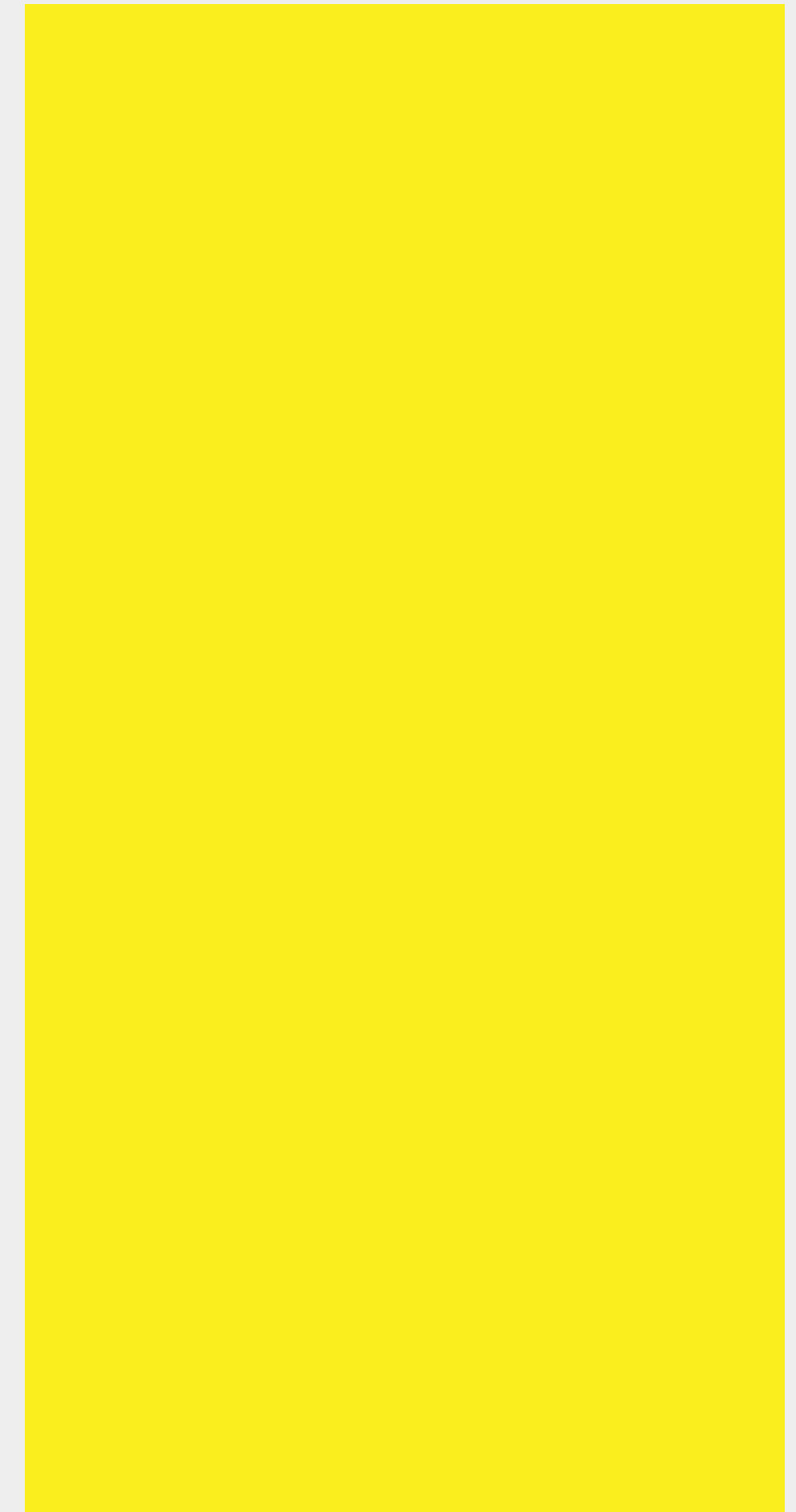
and more...

# 247

---

Seiya Nakamura 2.24 is partnering with renowned European fashion group 247 from SS22 season. Through this collaborative effort our company would be handling sales, press, marketing, as well as consulting with selected brands in 247 portfolio.

Linking with one of the largest agencies in Europe further illustrates the strength and influence of our company within the APAC region.



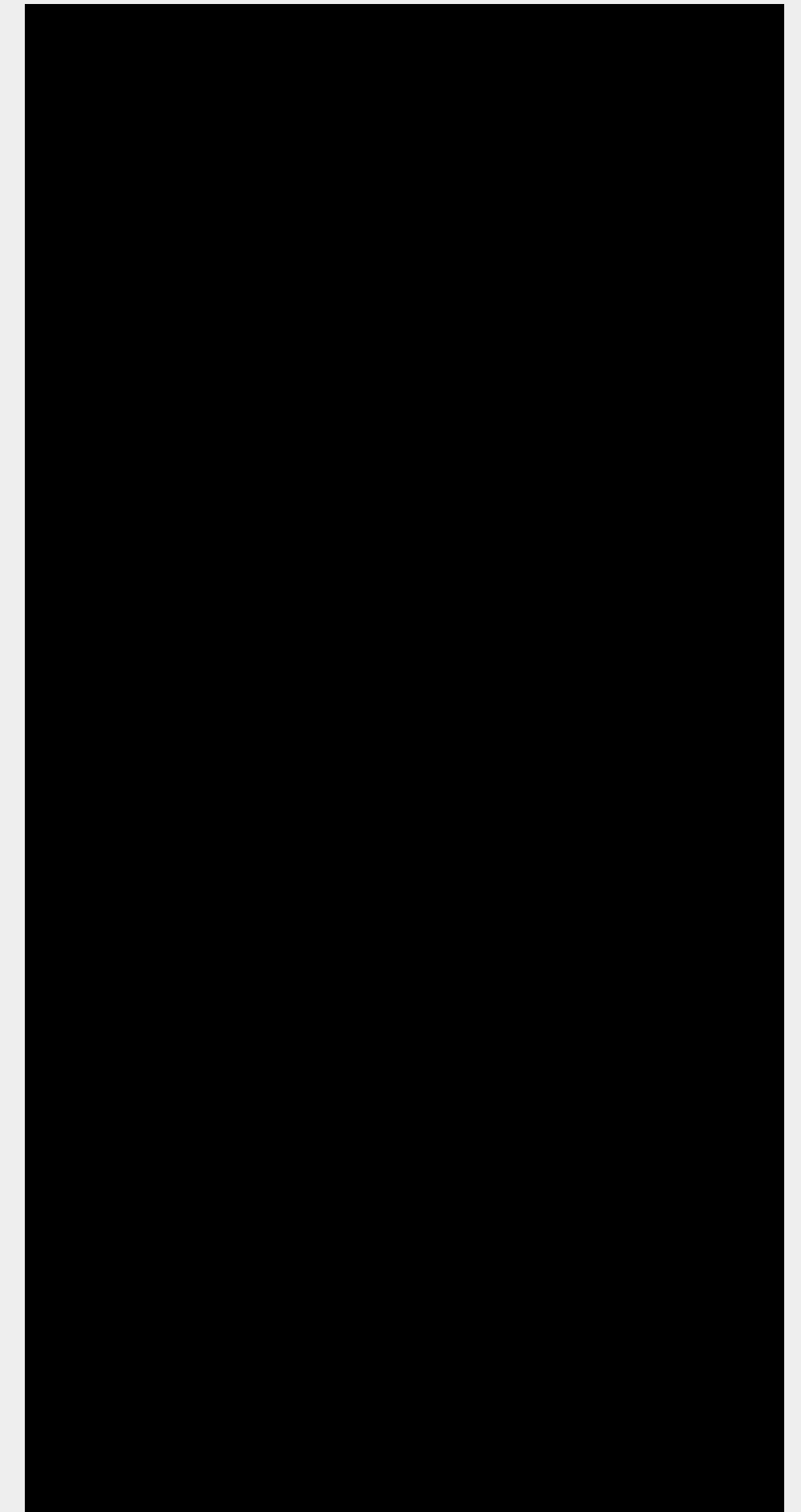


# *SLAM JAM*

---

Our ability to assist brands in penetrating the Chinese market by building and executing a strategy unique to each brand has allowed us to further extend our global partnerships.

We are also collaborating with Slam Jam Showroom, a major player in the European fashion industry, to begin consulting and wholesale on selected brands from their lineup. Our company will assist with expansion and growth in the APAC market from SS22 season.



# *ITOCHU*

---

Seiya Nakamura 2.24 has entered into a strategic partnership with Itochu, one of Japan's largest trading houses. This collaboration with Itochu enables us to expand our business into new strategic areas, including retail, further strengthening our market presence and capabilities.

ITOCHU has over 150 brand partners from around the world. The company represents brands ranging from luxury apparel and contemporary ready-to-wear to lifestyle brands and casual sportswear. Its portfolio also includes categories such as footwear, accessories, jewelry and more.





## *Future Plans*

---

Seiya Nakamura 2.24 aims to create value across multiple industries while continuing to uplift and develop our current clients.

We identify and nurture each client's unique vision and values, define an effective strategy, and assist in its implementation. Our network extends beyond fashion into the worlds of media, cosmetics, cuisine, and tourism.

We continue to move forward as planning is underway for collaborative projects to further expand our reach and create value across multiple industries.





*Thank you*

SEIYA NAKAMURA 2.24 INC

[contact@seiyanakamura224.com](mailto:contact@seiyanakamura224.com)