

PAÑPURI

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PAÑPURI debuts first signature store in Ginza Six, Tokyo's newest landmark

PAÑPURI proudly unveils its first signature store in Tokyo slated to open in what is billed as "the biggest retail facility in Ginza". Set in the heart of Ginza's main shopping thoroughfare, the new and prestigious Ginza Six will play home to PAÑPURI's flagship store in Tokyo and the first PAÑPURI Oasis in Japan, starting April 20, 2017.

Creating a distinctive and contemporary retail concept, the **PAÑPURI Signature Store Ginza Six** embodies minimalistic, organic and timeless aesthetics through its clean, comfortable and sophisticated ambiance. Featuring refined interiors that employ an amalgam of wood, steel and stone, the store is enhanced with naturally matte and opulent lime stone and black marble that emphasize the journey through the space. The lighting sets a welcoming, soothing tone, as it gently mirrors on light travertine wood, stainless steel and light gold, making each visit to the store alone a sumptuous experience.

"PAÑPURI represents a place where we awaken to the perfect balance of our outer and inner selves, as well as the environment," said Vorravit Siripark, Founder and Managing Director of PAÑPURI, "As we unveil our first signature store in Japan, we open a new chapter for the brand and our Japanese fans as we instill in them a unique approach to beauty and wellness that is organic, result-oriented and sensorially delightful."

Situated at the beauty and wellness floor (B1F), the PAÑPURI Signature Store Ginza Six occupies 70 square meters of immersive retail space, including the first PAÑPURI Oasis in Japan—a spa treatment room designed as a quick escape and rejuvenation from the bustle of metropolitan Tokyo.

Ginza Six, as an integrated business and commercial complex, will serve as a haven of modern trends and traditions, as well as a home to offices, a Noh theater, a rooftop garden, tourist attractions and facilities, and around 240 brands and retailers from around the world. Providing one-stop luxury and convenience under one roof for tourists and locals alike, Ginza Six promises to present a space that redefines a new age of luxury.

In this iconic and prestigious location, the PAÑPURI Signature Store Ginza Six will house its complete range of bath and body, skincare and home ambiance masterpieces, together with a selection of exclusive products and services that underscore the brand's advocacy for a natural and organic wellness lifestyle. Having had a decade-long presence in the Japanese market—celebrated for its diversity, loyalty to age-old traditions and approach to perfection—PAÑPURI is poised to debut to its new and loyal Japanese fans alike a truly unique approach to beauty and wellness.

PAÑPURI x Azuma Makoto

Taking the centerstage of PAÑPURI Signature Store Ginza Six' opening is a breathtaking floral installation created by renowned Japanese flower artist Azuma Makoto. His enchanting masterpiece dubbed as "Flowers in Oil", celebrates the beauty of precious blossoms immersed in sunflower oil meticulously selected for its rich emollient and preserving properties. This one-of-a-kind floral installation presents a

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unique approach on the use of flowers, plants and nature while highlighting a distinctive oil base that has been part of the PAÑPURI ingredient universe since the beginning.

Azuma has pursued artistic activities to elevate the value of flowers and plants by finding their distinctive characteristics while adding his unique artistry and showcasing them in artworks which he calls as "botanical sculptures". One of his most notable projects was in 2014 when he partnered with an aerospace company to send a bouquet and a bonsai tree into the stratosphere, documenting their journey and eventual disintegration using cameras and a GoPro video.

With the same ardor and zeal, Azuma continuously partners with design, fashion and lifestyle houses to create ephemeral floral installations. This special collaboration with PAÑPURI is an exciting opportunity as both brands share the same philosophy towards nature and capturing it in its purest form while showcasing it into works of art or personal care masterpieces.

"Our collaboration with PAÑPURI is a concurrence of Japanese and Thai culture. With both countries being naturally rich in fauna and flora, we wanted to open the PAÑPURI Signature Store Ginza Six with a unique approach on flowers, botanicals and nature, using a unique base that PAÑPURI is already known for—its oils. We have done installation with flowers using ice and acrylic materials, but this one with PAÑPURI is special," says Azuma.

The installation is exclusively available for public viewing in the PAÑPURI Signature Store Ginza Six from April 20 to May 1, 2017.

Exclusive Ginza Six Offerings

In conjunction with the grand opening, PAÑPURI is debuting a special edition of its beloved **Siamese Water Eau de Toilette**, available exclusively in Japan.

The Siamese Water Eau de Toilette, packaged in a 50ml glass and a wood-free strongbox designed with Japanese-inspired brush strokes, is imbued with a featherlight wreath of jasmine, certified organic ylang-ylang and peppermint, evoking the exotic yet familiar Thai heritage of PAÑPURI.

PAÑPURI's world-renowned Siamese Water collection, infusing sensual night-blooming jasmine delicately interwoven with certified organic ylang-ylang and refreshing peppermint oils, remains the brand's bestselling signature scent since its inception in 2003.

Urban Escapes at PAÑPURI Oasis

Designed as an urban escape from the bustle and stress of metropolitan Tokyo, **PAÑPURI Oasis Ginza Six** is a haven of wellness treatments and quick urban escapes. Its Ultimate PAÑPURI Oasis Journey, a treatment exclusively available exclusive at Ginza Six, is an immersive 90-min treatment that commences with a foot cleanse and a back scrub, followed by a relaxing back, leg and arm massage, and completed with a luxurious facial treatment and head massage.

The PAÑPURI Oasis Ginza Six presents a selection of indulgent signature packages, body massages, facials, aromatherapy massages, body treatments and express treatments perfect for office workers, locals and tourists alike. Furnished with a private shower area and the expertise of PAÑPURI's well-trained therapists, the PAÑPURI Oasis Ginza Six encourages a brief disconnection from the urban jungle outside.

Passionate about creating delicate wellness experiences, these exclusive offerings, as with PAÑPURI's entire product universe, are formulated with no harmful chemicals such as aluminum, mineral oils, paraffin, phenoxyethanol, paraben, phthalate, SLS, SLES, silicone and GMO.

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With these offerings and masterpieces, PAÑPURI Signature Store Ginza Six promises to offer an urban escape from the city, a small piece of nirvana where one can recharge and reinvigorate any time of the day.

For more information, please visit www.panpuri.com. You may also follow PAÑPURI on Facebook, Twitter, Instagram, Line@ and Weibo through @Panpuriofficial.

About PAÑPURI

A 100% natural and organic wellness lifestyle brand, inspired by ancient Asian spiritual and physical well-being remedies, PAÑPURI takes the senses on a journey that is tailored for the soul. PAÑPURI seeks out the finest efficacious natural and organic ingredients to create a luxurious range of high-quality skincare, haircare, body care and home ambiance. The PAÑPURI experience is a modern expression of authentic Asian heritage, Thainess and conscious luxury in everything that touches the senses.

Established in 2003, PAÑPURI is available in numerous key countries around the world, encompassing 5 continents. PAÑPURI's global distribution includes high-end retail locations, leading department stores, boutiques and spas. In 2017, PAÑPURI will unveil its first Signature Store in the new and prestigious Ginza Six, billed as the largest retail facility in Ginza, Tokyo.

The Meaning of PAÑPURI

PAÑPURI is a compound name derived from ancient Sanskrit literature. Panna means wisdom in Thai while Puri refers to purity, discovery and is also a holy site of pilgrimage.