

The **A** to **Z** of LUMINE



A is for... ARTS

Lumine is known for being supportive of up-and-coming artists in Japan. Not only will you find usual installations here – even the elevator doors are used as a canvas, allowing you to enjoy a wide range of art while shopping.



B is for... BATHROOM

Japanese restrooms are famed for their cleanliness, but the ones at Lumine are in a class of their own. Calming background sounds, dim lights and perfectly installed equipment help make your bathroom break a peaceful experience. New complex NEWoMan's bathrooms even boast Dyson water outlets that let you wash and dry your hands in an instant.

C is for... CLOSING TIME

Lumine Shinjuku and EST stay open until 10pm, which is far longer than many other department stores in the area, while the restaurant hall in NEWoMan keeps the lights on from 7am to 4am – very convenient for night bus passengers arriving at or departing from the Busta Shinjuku bus terminal nearby.



D is for... DREAMY DÉCOR

It's not all about fashion at Lumine, which also offers lifestyle items like interior décor and stationery. Perfect for beautifying both your room and your office desk.

F is for... FRAGRANCES

As soon as you get in or just pass by a Lumine, you'll notice the aromatic breeze emanating from the fashion boutiques, body care shops and sweets stands.



G is for... GIFTS

Looking for some gifts to bring back but don't have much time to browse? Don't panic, Lumine is here to help. Our top recommendation is Koko Lumine Store, found inside JR Shinjuku Station. It's a new concept store that features handmade Japanese products from beautifully crafted cups to sewing kits and hairpins made out of kimono fabric. Get ready to hunt for fancy home décor.

E is for... EKIBIRU

This word literally means station (eki) building (biru), and denotes a shopping complex directly connected to a station. The convenience of the Ekibiru saves time and energy, as you don't have to walk around with heavy shopping bags. Lumine is the representative Ekibiru in Japan, and has become almost synonymous with the word.

Images for illustrative purposes only

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H is for... HUB STATIONS

Lumine facilities can be found at most of JR's major hub stations. No matter how big the station is, you won't get lost on the way – the direct connections help, and entrances are usually located right next to the station gates.



I is for... INSPIRATION

Are you always drawn to the same kinds of items? Lumine will give you new style inspiration with its loads of colourful products. In addition, the shops' creative displays, laying coffee, jam and books next to clothes, make for great lifestyle hints.

J is for... JAPANESE TRENDS

Every time you drop by a Lumine, you can catch up on Japan's latest fashion trends. The stores offer relatively affordable items for people in their 20s to 30s, reflecting the daily street styles of young Japanese.



K is for... KAWAII

You can find kawaii stuff everywhere in this country – and Lumine is no exception. Keep your eyes open for Lumine-style kawaii items to add to your daily outfit.



L is for... LUMINE, OF COURSE!

Lumine is where your expectations are exceeded. It welcomes all comers and gives them a little personal update – not only through new clothes, but through the feeling of finding everything slightly better than you might have thought.

M is for... MOVING FREELY

You don't have to drag heavy shopping bags around town. Even at NEWoMan, total purchases of ¥30,000 or more can be delivered directly to the airport at no extra cost.

N is for... NEWOMAN

One of the newest, finest and coolest retail complexes in Tokyo, this Shinjuku spot boasts a mighty collection of cafés, restaurants and shops, including stores found only here. It features multiple garden areas, as well as direct connections to JR Shinjuku Station and Japan's biggest bus and taxi terminal.



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O is for... ORGANIC

Find unique organic beauty products from Japan and elsewhere at Lumine, which houses many bodycare stores, and we even spotted superfood powder on sale inside one of the clothing stores!



P is for... PRETTY WOMAN

Pamper yourself like a pretty woman – the central areas are bright, shiny and super clean, and the stores stock the kind of clothing and accessories worn by Japan's trendiest ladies.



Q is for... **QUEUE**

You're sure to witness at least one long queue in Tokyo during your visit. Tokyoites love new things, and Lumine is one of the top spots for queue-spotting – since it always has brand-new shops to go with the long-running, popular ones.



R is for... **RELAX AT RESTAURANTS**

Just looking at the pretty cakes on offer at the restaurants and cafés will make you want to stop for afternoon tea or a quick bite in between all the shopping.

S is for... **STYLISH SHOP STAFF**

Lumine shop employees are all dressed up perfectly to show each store's style and the latest looks. Welcoming you with friendly smiles, they're ready to help you find suitable wear that fits the latest trends.



T is for... **TAX-FREE SHOPPING**

At Lumine's tax-free counters, overseas visitors can now make a one-time application for tax exemptions on multiple purchases made at different stores within the mall, as long as they exceed the lower value limit.

U is for... **UNMISSABLE**

Lumine puts on plenty of seasonal events on its rooftop, including beer gardens and barbecue in summer and illuminated decorations in winter. Check out the attraction programme during your visit for more details.

V is for... **VOGUE**

Edgy mode, street style, a stylish office look or girly frills – no matter what your fashion needs are, Lumine can satisfy them.

W is for... **WOW FACTOR**

Checking out an art exhibition in the midst of stores, popping up inside NEWoMan after taking the stairs from Shinjuku Station's platform, using a Suica IC card to make purchases... Lumine sure doesn't lack in the wow factor department.



X is for... **X-CELLENT CUSTOMER SERVICE**

Lumine's services include free wi-fi spots, multilingual staff who'll help you out at the information desk, and hi-tech multilingual touch screen information panels installed on every floor at NEWoMan. When you're on the move with tired kids, make use of the free baby-baggy rental service.

Y is for... **YOUR ONE-STOP TOUCH-UP SHOP**

Rushed out from home or the office? If you realise something's missing, just drop by Lumine for one last touch-up. From cosmetics and accessories to gifts, you'll find all the essentials here.

Z is for... **ZILLIONS OF OPTIONS**

Fashionable clothes and accessories, cosmetics, books and sundry goods at the stores, tasty eats at the restaurants and so on – you'll always have something more to look forward to at Lumine. There are so many options of things to do here, so you'll find yourself running out of time before you know it!