

World's Largest* 3-Story Flagship Store “JINS Shinjuku” Opens on Thursday, April 23

Everything Is Here—From Eyewear, Contact Lenses, Cafe and Art

JINS Inc. (hereinafter “JINS”) will open its flagship store, “JINS Shinjuku,” at the Shinjuku 3-chome intersection in Tokyo on Thursday, April 23, 2026—the 25th anniversary of JINS' birth. The store will become the brand's largest location worldwide*, spanning three floors with a total floor area of approximately 1,000 m². The concept of the store is “Everything is here.” It will serve as a hub for showcasing Japanese eyewear culture, offering the brand's largest product lineup, including contact lenses and wearable devices, alongside cutting-edge services. From eye exams to same-day processing and duty-free support, the store will provide a one-stop experience for both domestic and international customers. A cafe and art exhibits are also integrated into the store's permanent features. In a sophisticated space with an exterior marking the first-ever collaborative design by Jun Aoki and Ryuji Nakamura, JINS expresses everything the brand offers to enrich each customer's daily life.

*Largest floor area among all JINS stores, including overseas locations.



An artistic space imbued with Shinjuku's dynamism, the first-ever collaboration of architect Jun Aoki and Ryuji Nakamura

JINS Shinjuku, with an exterior marking the first-ever collaborative design by Architect Jun Aoki and Ryuji Nakamura, is a building that can itself be called a work of art. Nakamura's overall concept is to reweave the relationship among the iconic location of Shinjuku 3-chome, the existing building, and the world of JINS. For the exterior, white aluminum pipes inspired by “raw silk thread”—a nod to JINS' roots in Maebashi, Gunma—constantly change as they catch the light, expressing the diversity of Shinjuku. The interior incorporates traces of the existing structure and facilities, while featuring wooden boxes and large jute bags that, at first glance, do not appear to be furniture. By adopting a method



that accepts what is already there and layers a new world over it, we created a deep and open space. The vast three-floor space is designed as an “experiential” location where the building, the city, and the brand overlap, going beyond the framework of a mere retail floor.

The signage planning across the three floors was handled by centre Inc., led by Yoshihisa Tanaka. Through extensive dialogue with Nakamura, they developed a design that resonates deeply with the spatial concept. The design allows the construction processes and raw material textures themselves to form the visual signage, ensuring the visual language is rooted in the building’s very architecture. They blend naturally into the space while comfortably guiding customers. Furthermore, art by contemporary artist Takuro Tamura welcomes customers. His work “Tax & Lovers” on the first floor uses convex mirrors to capture the complex emotions of Shinjuku, where the gazes of oneself and others reflected on the mirror surface intersect. This work provides a sophisticated freshness amid the bustle of Shinjuku, creating an eyewear purchasing experience that stimulates sensibilities.

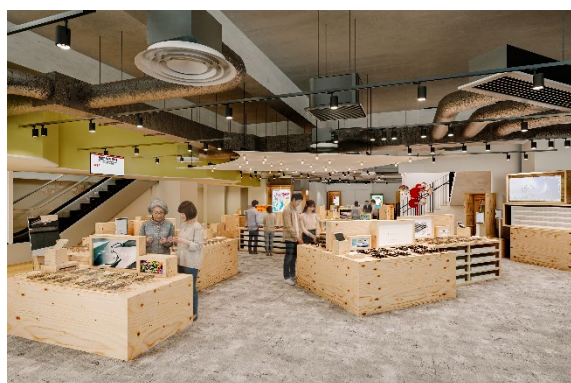
First floor: The full range of JINS eyewear solutions is here

The first floor offers a comprehensive range of eyewear solutions, featuring JINS' most extensive lineup to date—from eyewear and JINS 1DAY contact lenses to JINS ASSIST wearable devices.

To commemorate the opening, we will launch the SHINJUKU Limited Edition to introduce JINS to people from all over the world passing through Shinjuku. The concept is a fusion of traditional Japanese technology and playfulness. It embodies “modern vintage,” elevating craftsmanship such as beveling and engraving into modern designs.

The contact lens section features the full lineup of the JINS 1DAY series. The section carries the newly launched JINS 1DAY Silicone Hydrogel as well as all colors and prescriptions for JINS 1DAY COLOR, offering one of JINS' largest retail areas for contact lenses. Almost all products are available for same-day pickup. Please bring a prescription from an ophthalmologist and choose the contact lenses that suit you from our extensive options.

Furthermore, we will launch JINS ASSIST, a wearable device that enables digital device control using only head movements, for the first time in a physical store. JINS ASSIST is a hands-free mouse developed for those who find it difficult to control digital devices by hand. In the dedicated section, tutorials are displayed, offering you real-world experience in moving the cursor and clicking on-screen elements using only head movements. This store is the only location worldwide where you can experience this revolutionary operability in-person. Please take this opportunity to experience the next-generation interface.



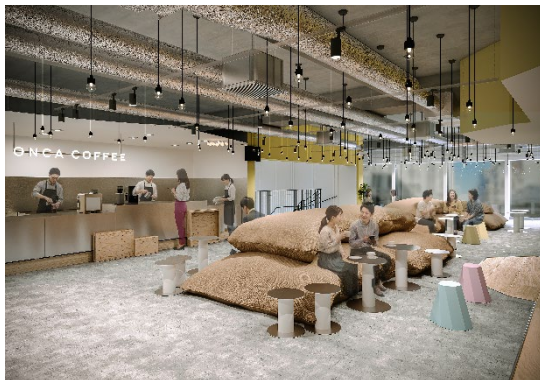
Second floor: JINS' sister brand RIM—Wearing the “now.” Personalize your eyewear case with custom engraving

The second floor features a shop-in-shop for RIM, JINS' sister brand, and the eye exam area. Under the concept “The Now is here, everything is here,” RIM offers a space where you can intuitively choose trendy eyewear as fashion, featuring an interior with a soft atmosphere characterized by large, round mirrors. We will also introduce our popular eyewear case engraving service, MAKE IT YOURS!!, offering a paid service for purchasers to engrave up to 30 characters, including Kanji and alphabet. Enjoy a personalized experience of creating a one-of-a-kind eyewear case.



Third floor: Enrich your waiting time with ONCA's Coffee and Confectionery

The third floor houses “ONCA COFFEE Shinjuku,” a cafe managed by JINS. You can enjoy a cup brewed with high-quality beans, each carefully selected at our roastery in Maebashi. A highlight of the menu is THE PIE, a store-exclusive confectionery baked fresh in-store every day, developed in collaboration with JINS' own bakery, EVERYPAN. The 128 layers of carefully folded pie crust offer an incredibly light texture, available in two flavors: Koshian (smooth sweet red bean paste) & Butter and Custard & Whipped Cream. Enjoy the perfect pairing of our signature pie with fresh-brewed coffee while your eyewear is being processed. The floor also features the PICK UP LOCKER, where you can receive your finished eyewear without face-to-face contact. Please enrich your waiting time in this comfortable space, complemented by delicious confectionery and art.



Inbound services and “JINS AI” realize a stress-free purchasing experience

At JINS Shinjuku, which will attract people from all over the world, we will introduce “JINS 30min Night Walk,” a program for international tourists currently available at major JINS stores nationwide. By presenting a special cleaning cloth at partner stores in the Shinjuku area, customers can enjoy exploring the neighborhood while receiving exclusive benefits. We transform the waiting time for eyewear pickup—as little as 30 minutes after payment—into an enriching walk through the city, offering a uniquely JINS way to enjoy your time.

Throughout the store, the latest JINS AI navigates your product selection. In addition to interactive product suggestions and suitability score proposals provided by multilingual service AI, generative AI services such as “Lens Adviser” support a seamless purchasing experience tailored to each individual from a range of options.

Store Overview

- 【Store name】 JINS Shinjuku
- 【Opening】 April 23 (Thu), 2026, at 10:30 AM
- 【Business hours】 10:30 AM – 9:30 PM
- 【Location】 3-1-20 Shinjuku, Shinjuku-ku, Tokyo
- 【Product range】 Approx. 1,300 types
- 【Floor area】 945.75 m² / 10,180.0 sq ft (First to third floor)

Revealing the supreme details of the SHINJUKU Limited Edition

The keywords for the SHINJUKU Limited Edition, launched to celebrate the opening and available exclusively at JINS Shinjuku, are playfulness and modern vintage. For example, in the acetate and metal combination frames, we poured aesthetics into every detail, such as the technique of boldly showcasing screws as part of the design and uniquely designed nose pads shaped to reduce pressure on the skin. The temples feature a shape that creates the flexible fit JINS is known for, with a focus on flowing beauty. We also added playfulness with colors, such as a reddish tortoiseshell pattern rare for JINS.

For the acetate frames, careful beveling and polishing by craftsmen in Sabae City in Fukui Prefecture, a city renowned in Japan for its eyewear heritage, create a finish with sharp, clean edges and a lustrous texture that eliminates any unrefined look. The use of yellow or blue in the fronts and core materials helps fuse a nostalgic feel with a contemporary edge.

The titanium frames are crafted with vintage-style processing to express a profound texture. Furthermore, we introduced JINS' first "daki-cho" style nose pads to create a stable fit. Green and purple lenses for sunglasses also serve as accents.

This collection, where traditional craftsmanship and modern sensibilities intersect, will provide a genuine sense of excitement as an irreplaceable partner that vividly colors your daily life in the special location of Shinjuku 3-chome.

Product name	Combination	Acetate	Titanium
Product image			
Shape	Square, Wellington	Boston, Wellington	Boston, Wellington
Color	Dark brown demi, Brown demi, Black	Khaki, Black, Brown, Gray	Silver, Gold
Price	¥45,000 (tax incl.)	¥35,000 (tax incl.)	¥35,000 (tax incl.)

Product name	Combination SUNGLASSES	Acetate SUNGLASSES	Titanium SUNGLASSES
Product image			
Shape	Square, Wellington	Boston, Wellington	Boston, Wellington
Color	Light brown sasa, Black sasa	Clear, Navy, Yellow	Light blue, Green, Light brown, Purple
Price	¥45,000 (tax incl.)	¥35,000 (tax incl.)	¥35,000 (tax incl.)

[Product name] SHINJUKU Limited Edition

[Lineup] 6 shapes, 24 types (12 optical types across 6 shapes, 12 sunglass types across 6 shapes)

[Price] Combination: ¥45,000 (tax incl.)

Acetate • Titanium: ¥35,000 (tax incl.)

*Note: Excluding sunglasses, the price includes standard clear lenses (single-vision clear lenses with a refractive index of 1.60. Availability is subject to prescription range limits.)

[Accessories] Original case and cleaning cloth

[Launch date] April 23 (Thu), 2026

[Sales channel] Available exclusively at JINS Shinjuku