Apple reopens iconic Ginza store to customers

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Foster + Partners partnered with Apple to redesign Apple’s first store in Japan, Apple Ginza, bringing together the best of Apple’s products, services, and experiences in one reimagined space.

The store’s reimagined layout brings natural daylight into every space and offers balcony-like areas overlooking the streets of Ginza. Inside, warm wooden paneling

nods to traditional Japanese design. Floors are connected by double-height openings to enhance vertical connectivity and visibility. The store also features varied table and seating heights to support all customers as they shop for their favorite devices, and dedicated spaces for services, including a Genius Bar on level four.

The new building is characterized by a uniform structural grid that supports bespoke façade treatments across its different levels. Levels one and two feature a clear glass façade, with the continuous movement of lift cars animating the storefront on Chuo-dori, the district’s main shopping street. The two upper levels of the store feature a double-skin façade with automated louvres that adjust to changing levels of sunlight, thereby shading the internal spaces and regulating the temperature to create a comfortable environment for visitors.

At night, the building is filled with warm artificial light that emits a soft glow and emphasizes the different façade treatments. Stefan Behling, Head of Studio, Foster + Partners, said: “The external expression of the building is calm but strong. The interior creates a tranquil oasis, with a sequence of generous double-height spaces that draw customers up through the store, offering surprise and delight at every level.”


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Like all Apple Retail stores, Apple Ginza’s operations are powered by 100 percent renewable energy. Customers can experience only-at-Apple retail services, such as personalized shopping sessions with an Apple Specialist, monthly financing options, and upgrading through the Apple Trade In program – a great way to apply the value of a current device toward the purchase of a new one. The dedicated Apple Pickup area makes it easy for customers to order from the Apple Store online and collect in-store at a time that’s convenient for them.