Bally has opened a Ginza flagship store on the new Tokyu Plaza building, marking the start of a new chapter for the Swiss luxury brand in Japan.

To celebrate, Bally is staging an exhibition of its archives, which leave Switzerland for the first time. ‘Bally Untold – Part 1: 1851-1951’, which opened to the public on 8 April after an exclusive preview the previous evening, will take the viewer through 100 years of Bally’s history.

Bally’s collaboration with David Chipperfield Architects continues with the Ginza store. Following on from London’s New Bond Street and the recently opened Los Angeles’ Rodeo Drive flagship, this new location cements the link between the company’s ‘modernist heritage and its long standing history of architectural patronage’, says Bally.

DCA has once more drawn on the relationship between Bally and pioneer modernist architect, Marcel Breuer, whose design of a 1921 Bally store inspired the store concept.

“Located on what is considered the gate of Ginza, the Bally flagship store stands out boldly, showcasing a 50metre brass aluminium façade which runs the width of the store and merges into the Tokyu Plaza building,” says Bally.

The 845sq m store is set over two floors. The ground floor is dedicated to the men’s and women’s accessories and ready to wear collections, as well as the Gentleman’s Corner which offers a unique experience to customers, with Made to Order, Made to Colour and Shoe Care services (shoe shine, repairs etc).
Bally opens flagship in Japan's Ginza district

The second floor houses a VIP room and a space dedicated to events, where the ‘Bally Untold’ exhibition will be hosted until 8 May.

The Ginza store is part of a fifteen store global rollout planned for 2016, which include a new flagship store in Beijing later in the year.