



Tourism Creation Lab.LLC. Press Release

Japonica Lodge starts overseas shipping service in the online outdoor shop

*Japonica Lodge specializes in Japanese brands, and provides
high quality outdoor item for foreign citizen*

Tokyo, Japan (26 August, 2015) – Tourism Creation Lab.LLC. starts overseas shipping service on 25th August 2015 through its online outdoor item shop "Japonica Lodge Select Shop" .

We have operated the online shop since this July with the following features;

- exclusive for foreign residents in Japan as well as foreign citizen.
- anytime tax-exemption regardless of the place you live in.
- specialize in Japanese Brands' outdoor items.

Most Japanese outdoor makers are SMEs (Small/Medium Enterprises). Although they produce very high-quality products, their budget on marketing and promotion is limited, and therefore it is difficult for them to reach international markets. We want as many foreigners to experience and fall in love with the quality of Japanese products, and promote them to the international stage. That is why, we start overseas shipping service for more people to touch and use the high-quality products, which will make more fans of Japan.



The shop specializes in Japanese brands

Also we operate a real shop "Japonica Lodge" in Asakusa, Tokyo as before, thus customers can see and touch all the item displayed on Japonica Lodge Select Shop, when they visit Japan.

This new service is now available online at <http://japonica.shopselect.net/>

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Notes to editors: This release can be downloaded from Japonica Lodge Home Page at <http://www.japonica-lodge.com/>.

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Tourism Creation Lab. LLC.

Tourism Creation Lab.LLC. is an experimental laboratory to challenge the creation of new tourism market in Japan. It has operated a real shop Japonica Lodge in Asakusa, Tokyo since this May. The shop's function is promoting authentic Japanese experiences especially for traveller through a variety of service; from green tea, to traditional crafts, to "made in Japan" hiking/camping goods and travel services, we provide the doorway for them to rediscover the beauty and excitement of Japan. Also we plan to create "indoor camp-site" inside of Japonica Lodge as a kind of guest house for outdoor lovers (the commencement in Oct. 2015). It will be a base-camp for them to travel to outdoor field in Japan. This plan is going to be notified as a crowdfunding project via Kickstarter. For more information, please visit our special web page, <http://www.japonica-lodge.com/home/accommodation-project/> .

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