



OYUKI Announces Flagship Store Location in Hakuba, Japan and Whistler, Canada



IMMEDIATE PRESS RELEASE

Hakuba, [2025/11/24] -

Born in Niseko and shaped by stormy powder days in the deepest terrain, OYUKI has always been deeply connected to both the mountains and Big Snow Culture. Now, for the first time, we're taking it off the slopes and to the villages of Japan and Canada, opening the doors to two dedicated brand spaces in Hakuba, Japan, and Whistler, Canada.

These are more than just retail stores. They're places to connect, explore and experience in person the Big Snow Culture that has defined so many of us.

[OYUKI Hakuba Store](#)

Happo, Hakuba | Next to [evo Hotel](#)

Located in Hakuba's central hub, Happo, OYUKI Hakuba will bring OYUKI's full product range to one of Japan's most iconic freeride destinations. Only steps from the evo Hotel, the space will feature the complete Winter '26 collection, including gloves, mitts, outerwear, and accessories, along with an exclusive collection of limited edition drops and collaborations you won't find anywhere else.

Designed to reflect the mountain lifestyle that inspires their gear, OYUKI Hakuba is a physical expression of OYUKI's connection to Big Snow Culture. Whether you're chasing storm lines, warming up post-ride or just looking for a few pointers on where to find the best pow, OYUKI Hakuba is your space to dive head first into the snow driven lifestyle.

[Oyuki Whistler Store](#)

Whistler Village, British Columbia

Across the Pacific, OYUKI Whistler brings that same deep snow spirit to the base of Whistler Blackcomb. Our first North American retail location, it marks a new chapter for us as a brand, while still staying true to the same core roots.

You'll find the full Winter '26 line, plus a curated selection of gear designed for riders who live for cold mornings, big terrain, and long winter days chasing the best lines. Like in Hakuba, OYUKI Whistler will also house exclusive locational-specific items that can only be found in-store.

A New Chapter for Big Snow Culture

From OYUKI's origins in Niseko to their new homes in Hakuba and Whistler, their goal has always been stayed the same, build gear that performs in the world's snowiest places. These stores are a way of sharing that story in person, in the mountains, and with the people who live it.

If you're nearby this winter, drop in. Say 'hi'. Try something on. Explore the new collection.

These spaces are for riders, creatives, locals, travellers, and anyone who feels at home when it is snowing sideways.

Open this winter season

Hakuba: December to April

Whistler: November to April

oyuki.com

The evo family also includes travel and recreation businesses; [evoTrip](#), [evo Hotel](#), [All Together Skatepark](#) (Seattle and Salt Lake City), and [Callaghan Country](#) in BC Canada. Together, Rhythm and evo provide global access to experiences focused on sport, culture, the outdoors, and human connection.

To learn more about Rhythm Japan and their latest offerings for all seasons, visit www.rhythmjapan.com. Sign up for the newsletter and follow them on [Facebook](#) and [Instagram](#) to stay up-to-date.

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