



Rhythm Japan Announces Newly Renovated Retail Store in Niseko, Japan.

IMMEDIATE PRESS RELEASE

Niseko, Japan - Monday, November 21, 2022

Rhythm Japan has announced the rebranding of its iconic Niseko store for the 2022-2023 winter season. Now known as Rhythm Summit, the fully renovated store is completely dedicated to an enhanced retail experience, located in the heart of the Hirafu village.

- Iconic Rhythm Store to be rebranded as Rhythm Summit, Niseko.
- New focus on enhanced retail experience.
- Scheduled to open Thursday, December 1, 2022.

The extensively renovated store will open for the 2022-23 season with more space to showcase a much larger and improved offering of winter retail goods including outerwear, skis, snowboards, boots, bindings, goggles, helmets, winter essentials, souvenirs and more.

The new space brings a modern, open-plan, light-filled shopping experience with dedicated zones including a comprehensive boot fitting space. Rhythms passionate boot fitters will be using the latest foot scanning technology to guarantee the perfect fit. Also home to Niseko's number one coffee outlet, Rhythm & Beans cafe, additional space has been created to allow customers to sitback and enjoy the vibes.

The migration of all rental services to the brand's flagship store Rhythm Base, means Rhythm Summit is set to become the area's most premium dedicated shopping destination.

"After almost 3 years of planning, we are all so excited to see Summit Niseko come to life. It's a true representation of Rhythm Japan's commitment to elevating destination-based retail through expanded assortments and hyper-focus on customer service and shopping experience." - Emily Gattinger - Head of Product & Brand

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Rhythm Summit, Niseko will also function as a collection point for Click and Collect orders through its industry leading online store.

Rhythm Summit is located in a convenient central location next to the Hirafu Intersection where route 343 meets Hirafu Zaka street and is scheduled to open for the Japan winter season on December 1, 2022.

Rhythm has been providing outdoor rental, retail, snowsports school, and guiding services in Japan's leading resorts since 2005. Today, Rhythm is a leading winter service provider with comprehensive on-site facilities stocking the world's most reputable brands, tuning workshops, boot fitting services, and cafe.

With their core mission of providing visitors and the local community with everything they need to live their ultimate mountain experience, Rhythm's employees live and breathe the snow-life, and seek to instil the same passion in all of their customers with the motto "Ride in our boots".

Check out Rhythm Japan at www.rhythmjapan.com and sign up for the newsletter, Like Rhythm Japan on Facebook, and Follow Rhythm Japan on Instagram.

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