

# RHYTHM JAPAN

## From the Slopes of Japan to Cyberspace! Rhythm Launches its Online Store.

Niseko, Furano, Hakuba, Japan — **Monday, Nov 1st, 2021** — Get ready to click 'add to cart' because Rhythm Japan has made its extensive range of snowsports and outdoors equipment available for purchase via its new-look website.

- **The online shopping site will be available in Japanese and English on **1st November 2021**.**
- **The new website also includes an improved 'gear checklist' system.**
- **For added convenience, a 'click and collect' service will be available.**
- **To celebrate, customers can go to the website and receive 10% discounts on the latest gear.**

With store locations in Niseko, Hakuba and Furano, Rhythm's mission has always been to provide its customers with access to the best possible equipment for Japan's epic conditions. Now visitors to their website will be able to purchase outerwear, skis, snowboards, accessories, footwear, luggage, souvenirs and plenty more from top brands like Burton, Armada, Oyuki, K2, Nitro, Oakley, Smith (just to name a few). Then they can select to have the items shipped to their homes or 'click and collect' from one of Rhythm's shop fronts.

According to Rhythm's Head of Merchandise, Emily Gattinger:

*"Our team thrives on sharing their knowledge and helping customers find products suited to their needs. By expanding into e-commerce, we have created an opportunity to share this passion outside of the confines of our shop walls which, big picture, will result in broader product offerings, specialized support, and growth within our marketplace. We are excited, to say the least*

The online service will be available in Japanese and English and provide competitive shipping rates to allow for a smooth and convenient shopping experience. Rhythm has also introduced a new and improved "Gear Checklist" system that links viewers to appropriate buying or renting options. The click and collect service is perfect for those customers who would prefer to have their new products ready and waiting for them to hit the slopes. All of these new features mean gearing up for a Japanese winter has never been easier!

To celebrate the launch of the new website and online store, customers can jump online to learn more about special deals on this season's hard and soft goods, huge discounts on gear from previous seasons and book lessons and rental equipment.

Check out Rhythm at [www.rhythmjapan.com](http://www.rhythmjapan.com), Like us on [Facebook](#), and Follow us on [Instagram](#).

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