



Rhythm Japan Set To Open New Flagship Store In Prime Furano Location for Winter 2025/26



IMMEDIATE PRESS RELEASE

Furano, [2025/O7/O8] -

[Rhythm Japan](#), Japan's largest premium outdoor snowsports company specialising in rentals, retail and alpine experience packages, has announced that they will be opening a new flagship store in Hokkaido's powder belt, Furano, in celebration of their 20th year anniversary.

Boasting a new location, and over 1,194 square metres of multi-levelled floor space situated only a few minutes walk from the Kitotanomine Gondola, the newly improved Rhythm Furano will offer Furano's most extensive rental and retail selection, providing all the latest and greatest ski and snowboard models, only unwrapped for you to ride on.

"I'm stoked to see this project come to life—a brand new Rhythm store in Furano offering our full range of products and services in a larger, purpose-built space. It's going to be an awesome addition to the town and a fresh hub for the community, year-round." - Andy Meadows, Rhythm Japan Operations Manager

As a year-round destination, Rhythm Furano will act as more than just your everyday rental/retail store, doubling up as a community hub offering events and activities all year long.

In winter, the store will offer visitors the iconic Rhythm ski and snowboard rental and retail experience, serving up the region's most extensive range of in-season ski, snowboard and backcountry gear, fitted by highly skilled experts to make sure guests are able to take advantage of the unparalleled Furano snow conditions.

In summer, Rhythm Furano will provide a focus on cycling and skateboarding, offering the same level of variety in both rental and retail for all cycling enthusiasts, as well as an indoor mini-ramp for all the skaters out there.

Other key year-round services will also include, but are not limited to, a Rhythm's Tunes workshop, a Rhythm & Beans Cafe, activity hub and more!

While the official opening date is yet to be determined, customers can already begin [pre-booking](#) their rentals for the Winter 2025/26 season, with the store's current opening date set for December 2025.

Keep your eyes peeled on our Instagram and Facebook for exciting announcements about our store opening party!

More details about the building and location:

Location: [Location: Kitanomine Main Street, 14-5 Kitanominechō, Furano, Hokkaido, 076-0034](#)

Opening Dates: December, 2025

Opening & Closing hours: 8am - 8pm

Building type: Steel frame structure - 2 floors

Construction start date: 1st April, 2025

Construction end date: 21st November, 2025

Established in 2005, [Rhythm Japan](#) offers customers everything they could ever need to embrace the ultimate mountain experience. Year-round services, lessons, guiding, retail, and rental offerings are paired with knowledgeable local staff who share their expertise and passion for unforgettable experiences. In Summer, the Niseko flagship store also serves as a community activity hub, featuring skate and climbing facilities, workspaces, and more.

Rhythm Japan is proud to be part of the [evo](#) family of brands. evo is a global outdoor retailer and experiences company with 11 evo stores in the U.S. and Canada, and global retail via [evo.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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