



MUWA
NISEKO

PRESS RELEASE

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GK H-SUMMIT

MUWA NISEKO Unveils Brioni's First Hokkaido Pop-Up Showcasing "Wintertime Capsule Collection"

Celebrating Timeless Italian Craftsmanship at Niseko's Newly Michelin-Awarded Property



Hokkaido, Japan (Jan. 17, 2025) – [MUWA NISEKO](#), a luxury wellness resort operated by GK H-SUMMIT (located in Kutchan-cho, Abuta-gun, Hokkaido), is pleased to announce the launch of a special pop-up featuring [Brioni](#), the renowned Italian men's luxury brand, in Hokkaido for the first time. The showcase will be available exclusively from January 17 to 26, 2025, offering guests a unique opportunity to experience timeless Italian craftsmanship, enhanced by MUWA NISEKO's one-of-a-kind luxurious setting.

MUWA NISEKO and Brioni share a deep commitment for exceptional craftsmanship, and the collaboration perfectly complements the resort's unparalleled luxury offerings, including its iconic architectural design and bespoke artisan furniture handcrafted in Hokkaido. Together, they enhance the guest experience by bringing world-class craftsmanship into one extraordinary

space.

Founded in Rome in 1945, Brioni is an esteemed Italian luxury House renowned for its unparalleled craftsmanship in tailoring. Known for using the finest materials and meticulous attention to detail, each piece is expertly crafted by skilled artisans, earning a loyal following worldwide. The pop-up at MUWA NISEKO will feature Brioni's latest **"Wintertime Capsule Collection,"** showcasing a curated selection of outerwear, knitwear, scarves, and other winter essentials. Guests will have the opportunity to experience Brioni's refined winter styles in a unique setting, surrounded by the breathtaking winter landscape of Niseko.

Since its opening on December 15, 2023, MUWA NISEKO has enchanted guests with its coveted ski-in ski-out location and 113 luxurious guest rooms boasting unique features, including convenient room-to-slope access, private open-air baths and a unique fusion of traditional Japanese and sleek modern design. Guests can also indulge in [two world-class dining experiences](#), HITO by TACUBO and Sukiyaki HIYAMA, while enjoying breathtaking views of Mt. Yotei from the Infinity Onsen. In 2024, MUWA NISEKO was honored as the World's Best New Ski Hotel and awarded a Michelin One-Key distinction, recognizing its exceptional design, amenities, and hospitality.

Brioni "Wintertime Capsule Collection" Pop-Up at MUWA NISEKO

- Dates: January 17 - 26, 2025
- Location: Lounge (Lobby Floor), MUWA NISEKO
- Event Highlights: Display and sale of Brioni's "Wintertime Capsule Collection," featuring a curated selection of outerwear, knitwear, scarves, and more, including:
 - Dark brown and military green jacquard nylon puffer jacket
 - Dark brown, beige and black cashmere mockneck mouliné sweater
 - Brown, black and beige cashmere mouliné beanie
 - Brown, black and beige cashmere mouliné scarf
 - Other exquisite pieces



About Brioni

Founded in Rome in 1945, Brioni is a luxury menswear House. In addition to its state-of-the-art Bespoke service, Brioni offers unparalleled, made in Italy, ready-to-wear, leather goods, shoes and accessories, both for formalwear and leisurewear. Part of the Kering group, the House's identity lies in its unique mix of sartorial savoir-faire, exceptional materials and effortless modern elegance. Hand-made and timeless, Brioni products are designed, crafted and cared for in the spirit of 'slow luxury', a value that is instilled in the people and communities behind the House.



About MUWA NISEKO

MUWA NISEKO is a luxury wellness resort that provides guests with the perfect setting to experience the infinite harmony of nature with all five senses. Perched at the foot of Niseko's main stage, Grand Hirafu, the sumptuous guest rooms offer direct ski-in ski-out access to the region's world-class powder snow. The resort offers a range of activities to enjoy year-round, from Infinity Onsen with magnificent views of Mt. Yotei, award-winning gastronomy, relaxation spa, to rooms with outdoor *rotenburo* baths, all promising an unparalleled and exquisite wellness experience. MUWA NISEKO sets a new standard for a memorable Niseko experience. Official website: www.muwaniseko.com



About MUWA Brand

MUWA is a lifestyle brand that aims to connect all aspects of users' lives, from luxury homes to once-in-a-lifetime travel experiences. Across multiple brands including PRIMARY HOME, SECOND HOME, and VACATION HOME, MUWA provides the ultimate combination of luxury and value, set in the finest locations, with architecture and design that provide a feast for the senses. This seamless integration of space and content also includes MUWA's wellness business, MUWA NISEKO the luxury wellness resort (opened Dec 2023), as well as other developments in Seoul (South Korea), Napa Valley (USA), and other locations around the world.

Media Enquiries

This press release is disseminated by Kyodo PR on behalf of MUWA NISEKO. For more information or for interview opportunities, please contact:

Saeko Kawashima

Email: muwaniseko-pr@kyodo-pr.co.jp

Tel: +81(3)-6260-4855 Fax: +81(3)-6260-6652