

POKÉMON × ISETAN

Isetan comes to Pokémon “Shinjuku City”

Wednesday August 16th to Monday August 21st
(Closes at 6pm on the final day)

Venue: 7th Floor, Main Building, Isetan Shinjuku Main Store

Pokémon’s journey began twenty-one years ago in Japan with its first video games, “Red” and “Green” released on Game Boy in 1996. Kids that played the first Pokémon are now adults. New generations of fans are emerging and Pokémon is constantly evolving to new stages. Isetan Shinjuku Main Store in Tokyo is collaborating with Pokémon for the first time, by merging Isetan into the world of Pokémon.

“Shinjuku City” is a fictional town, also known as the “Intersection of Trends and Styles”. It is a town where different types of latest products, such as fashion and food items come together. Located at the center of “Shinjuku City” is “Isetan Store”, where thrill-seeking Pokémon trainers can enjoy shopping for limited-edition Pokémon merchandise and visiting the secret lounge that serves special Pokémon-themed treats. So much fun awaits you at the “Isetan Store” in “Shinjuku City”.



Iyono-chan will show you about Isetan Store on the Web Guide. The details of the store will be released at 10 am on Wednesday August 9th.

www.isetanguide.com/pokemon/



いいものばかりを狙う
敵組織イセ団

Team ISE-DAN is the villainous syndicate that travel around the world in search of goods of the highest quality.

In their secret lounge at Isetan Store, customers can enjoy ISE-DAN team members’ favorite food that they have encountered in their adventures around the world.

Team ISE-DAN Lounge

Team ISE-DAN is the villainous syndicate that travel around the world in search of goods of the highest quality. In their Lounge, Team ISE-DAN serve their favorite meals and drinks from their adventures around the world.

You can enjoy taking pictures of yourself as the boss of Team ISE-DAN at the Photo Spot.



**Memories of Encounter,
Three Secret Curries**
¥2,474

Chef's recommendation.
Butter chicken, Indian green curry and Thai red curry,
Served with Pikachu colored turmeric rice.



The Master Ball Parfait
¥1,718

A special parfait served with generous amount of mango and vanilla ice cream.



**Fresh Fruit au Lait with
Moomoo Milk**
¥962

Seasonal fruit mixed with fresh milk.

Team ISE-DAN Lounge reservations start at 10 am August 2nd.

Advance reservations only (a limited number of tables may be available on the day).

Reservation tickets cost ¥1,080 (includes Isetan Shinjuku Main Store's original can badge and photo props)

Reservation available from: http://isetan.mistore.jp/onlinestore/foods/1708pokemon_lounge/index.html

Original Merchandise

For Pokémon trainers who are not only strong but also stylish!



ISETAN IN POKÉMON Scarf
¥21,600

A colorful and fun neck scarf with Pokémon-inspired image of Isetan Store will brighten your image.

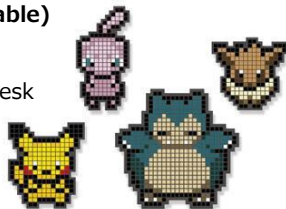
**ISETAN IN POKÉMON
Pikachu Plush Toy**
¥2,160

Exclusive Pikachu plush with ISETAN IN POKÉMON original scarf.



Rubber Magnet
¥756/each (4 types available)

Rubber magnets of pixel imaged Pokémon. Whether it's on your desk or fridge, always keep your Pokémon by your side.



hug³ Pokémon Pouch
¥8,208

Created in collaboration with fashion label hug³. Can you see the Pokémon hiding in between the trees and flowers?

Other Pokémon Events at Isetan Shinjuku Main Store's Main Building:

Special limited time menu will be served at four of the restaurants on the Restaurant Floor (7th floor) and at the drink bar Happy Home Kitchen in WEST-Park (6th floor). Limited edition merchandise will be available at The Stage #6 in WEST-Park (6th floor). For more details, please refer to Iyono-chan's Web Guide.

www.isetanguide.com/pokemon/

*All prices include tax.

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