

**Ichigo Sponsors Pretty Woman the Musical in Japan!
Special Events to be Held at THE KNOT TOKYO Shinjuku**

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable.

Ichigo is sponsoring the Japan performances of the musical adaptation of the 90's hit movie, Pretty Woman, and planning collaborations at THE KNOT TOKYO Shinjuku.



Ichigo conducted value-add renovations on a hotel in Shinjuku, which opened as THE KNOT TOKYO Shinjuku on August 8, 2018. Ichigo's hotel brand, THE KNOT is a boutique hotel brand that is positioned between Japan's luxury hotels and lodging-focused hotels. Based on the concepts of diversity and openness, and rooted in the local community of Shinjuku, THE KNOT TOKYO Shinjuku is a place where diverse lifestyles can intersect, and where photography and art exhibits are held featuring young artists from Japan and abroad.

The Tokyo performances of Pretty Woman will be held at the New National Theatre Tokyo's Opera Palace. Ichigo is sponsoring Pretty Woman the Musical in Tokyo, and planning collaborations that will revitalize the local communities at THE KNOT TOKYO Shinjuku.

Pretty Woman the Musical Overview

The musical adaptation of the hit 90's movie Pretty Woman is coming to Japan for the first time. Set in Los Angeles, the movie was a global hit featuring a love story between a capable businessman played by Richard Gere and a carefree escort played by Julia Roberts.

The musical adaptation is coming to Japan for the first time after playing on New York's Broadway and London's West End in 2018. Bryan Adams, a renowned singer-songwriter popular in Japan, has written and composed the musical's songs with Jim Vallance, his long-time collaborator. The musical numbers convey the times of the movie and features the unique Adams' sound that has produced hits such as "(Everything I Do) I Do It for You" and "Have You Ever Really Loved a Woman?" Jerry Mitchell, who has served as the director and choreographer for the Kinky Boots musical, serves as the musical's director and choreographer. The happy, positive musical with the message of "Love can Change People" is sure to capture the hearts of audiences.

Schedule: Sept 11, 2024 – Sept 16, 2024

Venue: New National Theatre, Tokyo (Direct Access from the Hatsudai Station on the Keio New Line, an extension of the Toei Shinjuku Line)

Official Website: <https://prettywomanjapan.jp> (Japanese only)

The musical is in English; surtitles will be available.

Organized & Planned by TBS, Vis A Vision, & PIA

Presented by Tachihi Holdings

Sponsored by Ichigo Group

Supported by The American Embassy, TBS Radio, & BS-TBS

Cooperated by Amuse

Coordinated by Vis A Vision

THE KNOT TOKYO Shinjuku Details

Location	4-31-1 Nishi Shinjuku, Shinkuku-ku, Tokyo 4-mins walk from the Tochomae Station on the Oedo Subway Line
Land Area	3,107.41 m ²
Floor Area	13,809.03 m ²
Zoning	Commercial
Structure	Steel-Reinforced Concrete & Reinforced Concrete, 14 Floors
Builder	Shimizu Corporation (Seismic Reinforcement, Room Interiors, Facility Upgrades) Tanseisha Co., Ltd. (Restaurant Interior)
Hotel Operator	Ikeda Sogyo KK
Date Built	1979 (fully renovated in 2018)
No. of Guest Rooms	408




THE KNOT TOKYO Shinjuku Ad

Pretty Exciting Pretty Stylish
PRETTY FUN



THE KNOT TOKYO Shinjuku
様々なライフスタイルが一つの空間に交錯するホテル
<https://hotel-the-knot.jp/tokyoshinjuku/>

MORE THAN
旬の素材を楽しむダイニングとタパス料理、
焼きたてのベーカリーとサンドウィッチ



サステナブルインフラ
いちご
ICHIGO
東京都千代田区丸の内2-6-1 丸の内パークビルディング
www.ichigo.gr.jp

Inquiries (Japanese & English): Ichigo Communications at +81-3-4485-5515