

# NEW PEOPLE h.NAOTO

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

## **EDGY JAPANESE GOTHIC/LOLITA FASHION BRAND h.NAOTO CELEBRATES THE GRAND OPENING OF NEW PEOPLE BOUTIQUE WITH SPECIAL EVENT IN OCTOBER**

*Eclectic Japanese Fashion Designer Joins The Grand Opening Party And Gallery Exhibition To Celebrate The Launch Of His First U.S. Boutique*

**San Francisco, CA, September 27, 2011** – NEW PEOPLE, the dynamic San Francisco entertainment destination bringing the latest examples of Japanese popular culture to North American shores, welcomes the Gothic/Lolita fashion brand h.NAOTO for the opening of its first U.S. retail store at the venue in October.

h.NAOTO is a leading Gothic/Lolita fashion brand based in Tokyo, and its founder/designer, Naoto Hirooka, is internationally known for his dark, edgy and avant-garde clothing. The brand will celebrate its 10<sup>th</sup> Anniversary and the Grand Opening of the NEW PEOPLE boutique with a special all-day event and gallery exhibition on Saturday, October 8<sup>th</sup>. Additional information on the h.NAOTO collection is available at: <http://www.s-inc.com/hnaoto>.

For the event, which is *free* and open to the public, the NEW PEOPLE building will be draped in vivid h.NAOTO color. The h.NAOTO historical gallery exhibition opens in NEW PEOPLE's 3<sup>rd</sup> floor SUPERFROG Gallery. A variety of custom collections worn by famous J-Pop/J-Rock celebrities as well as international artists and musicians will be on display and will also feature ensembles worn by Gackt, X-Japan, and Evanescence.

Designer Naoto Hirooka will join the event, appearing in his new boutique located on NEW PEOPLE's 2<sup>nd</sup> floor to personally suggest and coordinate outfits for every single customer. A press, photo and interview session is also scheduled and h.NAOTO sweets will be sold in the 1<sup>st</sup> floor Café!

Press and media are invited to tour the new boutique and gallery exhibition and attend an interview session with Naoto Hirooka on October 8<sup>th</sup>, as well as participate private photo session of his designs in the SUPERFROG Gallery, prior to the general opening of the event to the public. This is a reservation system tour and editors and photographers should email the following contacts to RSVP: [mai@kincs.us](mailto:mai@kincs.us) and/or [msuzuki@s-inc.com](mailto:msuzuki@s-inc.com).

### **h.NAOTO EVENT SCHEDULE FOR OCTOBER 8<sup>th</sup>**

12:00pm – 6:00pm h.NAOTO Boutique Grand Opening

2<sup>nd</sup> Floor - h.NAOTO Shop

3<sup>rd</sup> Floor - h.NAOTO Historical Gallery Exhibition

2:00pm – 4:00pm - h.NAOTO Designer Coordinate Event

2<sup>nd</sup> Floor - h.NAOTO Shop

6:00pm – 8:00pm - h.NAOTO Fashion Party

3<sup>rd</sup> Floor - h.NAOTO hosts Press & Special Customer Party.

(Food/Drinks Served)

### **PRESS SCHEDULE**

10:00am - 12:00pm - Press Photo Shoot Before Boutique Opening

2<sup>nd</sup> Floor - h.NAOTO Shop

3<sup>rd</sup> Floor - h.NAOTO Historical Gallery Exhibition

12:00pm – 2:00pm Naoto Hirooka Designer Interview Session

1<sup>st</sup> Floor - h.NAOTO Original Sweets Served.

2:00pm – 3:00pm h.NAOTO Press Event Photo Shoot

2<sup>nd</sup> Floor - h.NAOTO Shop

6:00pm – 8:00pm - h.NAOTO Fashion Party

3<sup>rd</sup> Floor - h.NAOTO hosts Press & Special Customer Party.

(Food/Drinks Served)

h.Naoto is the essence of Gothic-Lolita and Punk fashion and represents the type of innovative fashion forward design for which Japan is known worldwide. The label's one-of-a-kind unique designs, inspired by punk and Goth, are widely seen in Tokyo, and are now gaining a new market in the United States. With inventive ensemble and separates, h. Naoto is poised to bring a new side of Japanese fashion and pop culture couture to North America.

**About NEW PEOPLE, Inc.**

Based in San Francisco, California, NEW PEOPLE, Inc. ([www.newpeopleworld.com](http://www.newpeopleworld.com)) offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment ([www.newpeopleent.com](http://www.newpeopleent.com)), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, GANTZ, KAMIKAZE GIRLS, and THE TASTE OF TEA.

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Fashion designer Hirooka Naoto