

# NEW PEOPLE

**Media Contact:**  
Erik Jansen  
MediaLab  
[erik@medialab-pr.com](mailto:erik@medialab-pr.com)  
(714) 620-5017



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### ***NEW PEOPLE WELCOMES JAPANESE FASHION DESIGNER h. NAOTO TO 2011 J-POP SUMMIT FESTIVAL***

*Edgy Designer Inspired By Gothic, Lolita And Punk Will Run A Fashion Show Showcasing New Work, Screen A Tokyo Collection Film, And Preview New Store To Open In October At NEW PEOPLE*

**San Francisco, CA, August 1, 2011** – NEW PEOPLE, San Francisco's dynamic entertainment destination showcasing the latest examples of Japanese popular culture, welcomes edgy fashion label h. Naoto to its 2011 J-Pop Summit Festival, happening in the city's Japantown for two days – Saturday and Sunday, August 27<sup>th</sup> and 28<sup>th</sup>. A dedicated web site is now available at [J-pop.com](http://J-pop.com) and features regular updates.

h. Naoto will open his long waited U.S. debut flagship store in October and will showcase new designs for sale in a special pop-up boutique during the J-Pop Summit. The brand will also host several events including a fashion show on Saturday, August 27<sup>th</sup> inside NEW PEOPLE's SUPERFROG Gallery, and screen footage from the brand's latest Tokyo Collection fashion show on Sunday, August 28<sup>th</sup> in NEW PEOPLE's cinema. h. Naoto will also appear to participate in a Q&A session immediately following the film

Tickets to fashion show and film screening will be given to shoppers with over \$100 purchase at the h. Naoto pop-up boutique on the first come, first served basis while supplies last. Seating is limited.

In preparation for these events, h;.NAOTO has also issued a public call for volunteer models, hair and make-up artists. Information is available at [www.newpeopleworld.com](http://www.newpeopleworld.com), and applications may be sent to: [h.naoto@newpeoplesf.com](mailto:h.naoto@newpeoplesf.com).

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. More information on the brand and its collections are available at: [www.s-inc.com/hnaoto](http://www.s-inc.com/hnaoto).

"h. Naoto incorporates the essence of the Gothic and punk-inspired styles and synthesizes an ultra-modern look that delivers the latest in Harajuku fashion to a new U.S. audience," says Seiji Horibuchi, President of NEW PEOPLE, Inc. "The launch of their first U.S. retail store is very exciting and J-Pop Summit attendees will get a sneak preview of their latest designs and even be able to participate in the fashion show! More events will be announced shortly and are sure to make the 2011 J-Pop Summit celebration the best one we've done yet!"

NEW PEOPLE opened in 2009 and has become a unique must-see attraction of San Francisco's cultural landscape. The 20,000 square foot contemporary venue features the latest examples Japanese popular culture expressed through film, art, fashion, and a variety of specialty boutiques and ongoing monthly events. NEW PEOPLE is located at 1746 Post Street in the city's Japantown.

**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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