

Press Release

報道関係各位

August 7 2025

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel

Apparel collection that lets you wear your memories of Shinjuku Kabukicho to go on sale at THE GROOVE STORE

Original items using sustainable materials will be available from August 21



See here for details: <https://www.hotelgroove.jp/en/thegroovestore/>

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel, (Shinjuku-ku, Tokyo; General Manager: Katsushi Nishikawa), will begin selling original apparel items at its in-hotel concept store, THE GROOVE STORE, starting August 21, 2025.

Embodying the uniqueness of its location in a place immersed in the reverberations of entertainment and the surrounding town, THE GROOVE STORE has to date offered not only original HOTEL GROOVE SHINJUKU merchandise, but ethical art magnets and other goods made in collaboration with modern artists. Starting this month we will be making a new addition to its lineup: an apparel series that will let you take the spirit of HOTEL GROOVE SHINJUKU and reminders of your trip here back to your everyday life. Not only did we choose designs that exude “groove,” but as a hotel concerned about sustainability, we also insisted on using such materials as organic cotton and recycled fibers. The items in this collection are perfect not only as a reward to yourself, but as presents for those close to you or as mementos of your trip. This is the perfect chance to take home original HOTEL GROOVE SHINJUKU apparel along with the memories of your special time spent with us.

New Products

■ Original T-shirt “White x Blue” 5,500 yen (including consumption tax)

This t-shirt expresses the luxury of time to yourself spent at HOTEL GROOVE SHINJUKU by portraying a moment of immersion in reading and music. It features the hotel's address, telephone number and other information illustrated like spinning LPs and cassette tape spools. Made from 100% organic cotton that is soft on the skin and eco-friendly. The perfect gift from Shinjuku Kabukicho, the place to be savored with the senses.



Sizes: S/M/L/XXL (unisex)

Material: 100% organic cotton



■ Original T-shirt “Black x Orange” 5,500 yen (including consumption tax)

A unique design exuding “groove,” a rhythm that makes you move, which is also embodied in the hotel's name. Take this special t-shirt home as a reminder of your trip and add some groove to your everyday life. Made from 100% organic cotton that is soft on the skin and eco-friendly, it is both stylish and sustainable.



Sizes: S/M/L/XXL (unisex)

Material: 100% organic cotton



■ Original Sweatshirt 11,000 yen (including consumption tax)



With its universal appeal, subdued tone and ability to easily go with any style, this sweatshirt is sure to become a favorite in your wardrobe for years to come. Take the “groove experience” from your time spent at the hotel and walking the streets of Shinjuku back to your day-to-day life.

Sizes: S/M/L/XXL (unisex)

Material: 100% organic cotton

■ Original Nylon Shorts 5,500 yen (including consumption tax)



Green nylon shorts inspired by the diversity of Shinjuku Kabukicho and the HOTEL GROOVE SHINJUKU logo. Made from lightweight, fast drying 100% nylon. A functional item perfect for both active moments and everyday relaxing.

Sizes: S/M/L/XL (unisex)

Material: 100% nylon

■ Original Cap 4,400 yen (including consumption tax)



The iconic embroidery on this cap symbolizes the dynamism of the city and the hotel's groove with a design and simple coloring that make it ideal for everyday wear. A unisex item that can also be a souvenir of your visit.

Size: One size fits all (56-59 cm, adjustable)

Material: 100% cotton

■ Original Laundry Bag 2,750 yen (including consumption tax) ***Scheduled for sale in September.**



A large capacity laundry bag useful for organizing your belongings or doing laundry at your destination as well as at home. Its spacious capacity of around 60 L is extremely handy not only for holding clothes but also extra baggage after shopping and buying gifts.

Size: Approx. W400 x H560 x D270mm

Capacity: Approx. 60 L

■ Original Embroidery Stickers (Seven designs total) 1,320 yen each (including consumption tax)

***Scheduled for sale in September**

A collection of seven stickers that use fine embroidery to express iconic designs that portray different grooves with motifs symbolizing such things as the hotel's laundry room and the surrounding city.

Store Overview

< THE GROOVE STORE >

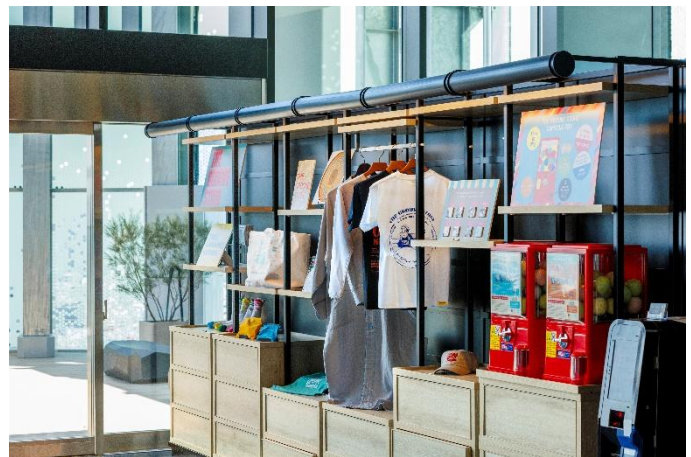
An 'antenna shop' for HOTEL GROOVE SHINJUKU that embodies the uniqueness of its location in a place filled with the reverberations of entertainment and the town. It offers limited-edition collectables created in collaboration with the modern artists who have produced art on display throughout the hotel as well as hotel-exclusive merchandise.

Location: 18th Floor Lobby

Hours: 10:00 a.m. – 10:00 p.m.

Telephone: 81 3 6233 8888 (Main)

Official website: <https://www.hotelgroove.jp/thegroovestore/>



*Prices shown include 10% consumption tax.

*Photos are for illustrative purposes only.

*Opening hours and other details included here are subject to change.

*Information in this press release is current as of the release date. Please note that details may differ from the latest information.

For press-related inquiries concerning this release, please contact

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