

LUMINE SINGAPORE Presents “LUMINE CHRISTMAS 2025 HELLO KITTY x FANTASISTA UTAMARO”

20 November – 31 December 2025 | LUMINE SINGAPORE , Raffles City



Where Art and Imagination Light Up the Holidays

This festive season, **LUMINE SINGAPORE** invites everyone to step into a world where **art meets play**, **nostalgia meets modernity**, and **joy takes centre stage**, with its year-end campaign, “**LUMINE CHRISTMAS 2025 HELLO KITTY x FANTASISTA UTAMARO**” — a vibrant collaboration with celebrated Japanese pop artist **Fantasista Utamaro**.

Embodying LUMINE's vision of blending culture, creativity, and community, the campaign celebrates friendship and self-expression through the iconic charm of **Hello Kitty and her beloved family and friends**, reimagined through Utamaro's avant-garde lens of bold colours and graphic whimsy.

An Immersive Holiday Wonderland

From **20 November to 31 December 2025**, LUMINE SINGAPORE's flagship store at Raffles City will be transformed into a **whimsical festive gallery**, brimming with energy, warmth, and a touch of pop-art magic.

The in-store experience will feature **exclusive Hello Kitty × Fantasista Utamaro decorations**, playful visual displays, and engaging customer activities that bring the theme of "Art in Joy" to life.

Guests can look forward to:

- 🎀 **Exclusive Sticker Giveaway:** Receive a *Hello Kitty & Friends limited-edition sticker set* when you follow [@lumine.sg](https://www.instagram.com/lumine.sg)
 - 🎁 **Special Gift Tag with Purchase:** Every spend at LUMINE SINGAPORE comes with a *limited-edition Hello Kitty festive gift tag* — the perfect finishing touch for holiday presents.
 - 🌸 **A Global Celebration:** The campaign will run simultaneously across **LUMINE stores in Japan**, connecting shoppers in SINGAPORE with a shared moment of joy across borders.
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Festive Gift POP-UP: The Art of Gifting

To complement the main campaign, LUMINE SINGAPORE will debut a **Festive Gift POP-UP**, specially curated for the season of giving.

This elegant showcase features an assortment of **accessories, fragrances, and lifestyle treasures** — perfect for gifting loved ones or indulging in self-care.

Blending **Japanese craftsmanship with Singaporean creativity**, the pop-up celebrates artistry and thoughtfulness, presenting a refined edit of brands that embody the beauty of modern gifting.

Blue Bottle Coffee – A Seasonal Celebration in Every Sip

Adding to the festive spirit, Blue Bottle Coffee will unveil a special holiday collection at LUMINE SINGAPORE this November and December — a celebration of craftsmanship, design, and the quiet moments that make the season memorable.

Coffee enthusiasts can look forward to the festive collection launching this holiday season. Each piece and flavour in this collection embodies Blue Bottle Coffee's signature craftsmanship and thoughtful design, offering a sensory celebration of comfort, creativity, and connection.

Stay tuned for the official reveal.

A Season of Art, Joy, and Connection

Through the “HELLO KITTY x FANTASISTA UTAMARO” campaign, **LUMINE SINGAPORE** continues to champion creativity and community, transforming shopping into a cultural encounter that celebrates individuality and the art of expression.

This year-end, LUMINE invites everyone to celebrate **the beauty of giving, the joy of friendship, and the artistry of life**, surrounded by the timeless charm of Hello Kitty and the imaginative vibrancy of Fantasista Utamaro.

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About LUMINE

Lumine Co., Ltd., headquartered in Shibuya, Tokyo, is a leading company managing prominent

commercial facilities in Japan. A subsidiary of East Japan Railway Company, Lumine operates 16 stores connected to major stations around Tokyo, gaining acclaim for introducing cutting-edge fashion trends and creating new lifestyles for women in metropolitan areas.

In 2017, LUMINE launched its first overseas store in Singapore, introducing innovative fashion and lifestyle experiences. This was followed by the opening of a second overseas store in Jakarta in 2018. In 2024, LUMINE unveiled the new **global flagship store at Raffles City Singapore**.

Brands Appendix

And Couture

- *Brand Concept* – ‘Couture Casual’ are the keywords for the brand And Couture. Casual style with a couture flair, simple yet beautifully matured, And Couture carries both sophisticated and versatile items.
- *Key Points* – Feminine dresses and skirts in opulent elegance and original prints that emphasise the beautiful silhouettes of sophisticated women.
- [Website](#) / [Instagram](#) / [Facebook](#)

BEAMS

- *Brand Concept* – BEAMS is a lifestyle retailer and a community of cultural arbiters that has led Tokyo fashion for over 45 years. Established in 1976 in Harajuku, Tokyo, BEAMS originated as an American lifestyle shop. A pioneer of lifestyle retailing, BEAMS has since developed numerous labels to encompass an ever-evolving array of styles and trends. Now with approximately 170 shops across Japan and Taipei, Hong Kong, Beijing and Bangkok and other regions, BEAMS has grown into a major lifestyle retailer with businesses in fashion, home furnishing, arts and dining.
- *Key Points* – Private label categories selected for this shop-in-shop include BEAMS, the namesake men's casual label; Ray BEAMS that features contemporary casual womenswear; and BEAMS BOY, a menswear-inspired women's label.
- [Website](#) / [Instagram](#) / [Facebook](#)

Blue Bottle Coffee

- *Brand Concept* – Blue Bottle Coffee has grown from a small artisanal roaster to a global name synonymous with meticulously sourced beans, expertly crafted brews, and a minimalist aesthetic.
- *Key Points* – Specialty coffee brand renowned for its commitment to quality, sustainability, and an exceptional coffee experience.
- [Website](#) / [Instagram](#) / [Facebook](#)

ELENDEEK

- *Brand Concept* – Centres on contemporary elegance, the brand is dedicated to creating timeless, versatile pieces that empower women to express their individuality with confidence and grace.
- *Key Points* – ELENDEEK combines refined craftsmanship with innovative designs, offering a unique blend of simplicity and luxury.
- [Website](#) / [Instagram](#) / [Facebook](#)

FRAY I.D

- *Brand Concept* – FRAY I.D proposes a new mode career fashion for the next generation, combining superior 'Elegance' with self-expression, 'Mode' as avant-garde to enhance the pleasure of wearing clothes. By encouraging a direction that embraces fashion and breaks away from the past, FRAY I.D celebrates the creation of 'Mode for everyday life' in reality.
- *Key Points* – FRAY I.D fuses good quality, elegance, and self-expression into fashion to propose the next generation of mode style that promotes the enjoyment of fashion.
- [Website](#) / [Instagram](#)

Le Talon

- *Brand Concept* – Le Talon offers a wide range of shoes suitable for everyday wear. Ranging from classic, elegant, and feminine styles to trendy fashionable footwear, Le Talon believes one would find a suitable pair of shoes to suit one's mood every day.
- *Key Points* – Made-in-Japan shoes that are of good comfort and design at reasonable prices, attracting many repeat customers. Le Talon customers span a wide age range and overseas customers have great compliments for Le Talon shoes too.
- [Website](#) / [Instagram](#)

SNIDEL

- *Brand Concept* – Focusing on 'Street meets Formal', SNIDEL fuses street culture and elegance, offering a unique style that's hard to find by enhancing the beauty of a woman's silhouette with a keen eye for detail.
- *Key Concept* – Dresses are the key items of SNIDEL. Every season sees the careful planning and production of original materials and patterns that cannot be found elsewhere. The product planning is set to create items that stir a lady's heart.
- [Website](#) / [Instagram](#)

Spick & Span

- *Brand Concept* – Spick & Span values individuality, consistently helping you discover new facets of yourself while maintaining your unique style. At Spick & Span, every piece is curated to enhance your everyday elegance, making fashion a delightful part of your life.
- *Key Points* – Focus on essential basics like denim and shirts which are great for everyday wear.
- [Website](#) / [Instagram](#) / [Facebook](#)

TOMORROWLAND

- *Brand Concept* – Dedicated to designing and producing exclusive items that embody the essence of TOMORROWLAND.
- *Key Points* – Crafting sophisticated and refined styles for individuals who appreciate wearable, smart casual pieces, while emphasising the importance of exceptional quality and value.
- [Website](#) / [Instagram](#) / [Facebook](#)

UNITED ARROWS

- *Brand Concept* – UNITED ARROWS offers a carefully curated selection of products, including original items and imports from around the world, that blend the traditions and cultures of Japan and the West. All of this is presented in a comfortable setting, complemented by exceptional customer service.
- *Key Points* – Emphasises on quality, craftsmanship, and a unique blend of classic and modern aesthetics. It focuses on creating refined and sophisticated styles that express individuality while maintaining timeless elegance.