



PALACE HOTEL TOKYO

Palace Hotel Tokyo Debuts Its 'JAXURY' Experience

An introduction to the allure of Japanese aesthetics

TOKYO (March 19, 2025) – As part of its 'Best of Japan' series, Palace Hotel Tokyo is unveiling 'JAXURY at Palace Hotel Tokyo', an exclusive stay package designed to showcase excellence in Japanese craftsmanship paired with the award-winning property's distinctive hospitality.

The **JAXURY** Consortium was founded in 2021 based on research undertaken by the Authentic Luxury Lab at Keio University's Graduate School of System Design & Management. Representing a joint project between academia, media and various industries, the Consortium undertakes a cross-country search each year to identify brands which exemplify a harmonious intermingling between nature and humanity, authenticity in delivering a sense of wonder and appreciation, and luxury through the outstanding quality of their products and services.

2025 marks the fifth consecutive year in which the JAXURY Consortium has recognized Palace Hotel Tokyo for its exemplary embodiment of 'Japan's Authentic Luxury'. "With its understated elegance and heartfelt commitment to its guests, the hotel was the natural choice for the sophisticated experience that I envisioned," remarked JAXURY Executive Producer Kumiko Yoshioka. "It makes for the perfect setting in which to showcase the selection of brands I've meticulously curated to illustrate how the beauty in everyday products – from form to function – can truly enrich people's lives."

Designed to elevate travelers' understanding of Japanese sensibilities and reveal glimpses of the allure of Japanese aesthetics, 'JAXURY at Palace Hotel Tokyo' presents xenophiles with the opportunity to indulge in the hotel's singular JAXURY room – one of its coveted balcony rooms outfitted with products by JAXURY brands specifically chosen to enhance the stay experience in every way – including through sight, sound and touch.

Products featured in-room include exquisitely handcrafted lanterns and an *objet d'art* mirror by Time & Style; a spectacular glass speaker by Sony; organic cotton eye mask, slippers and a throw blanket by TENERITA (for guests to keep); elegant woodwork by Azmaya and cushions wrapped in gorgeous Nishijin textiles by HOSOO.

Elsewhere, both throughout the hotel and around the city, exclusive experiences such as a JAXURY dinner at the hotel's signature Japanese restaurant, Wadakura, and a guided visit to Parfum Satori's atelier are designed to ignite the gustatory and olfactory senses.

At Wadakura, the already artful *kaiseki* presentation is elevated with the incorporation of lacquerware by Nishimura Keikou Urushi, pottery by Asahiyaki, woodwork by Nakagawa Mokkougei and porcelainware by Kinzangama. As palate cleansers, wine from Grace Wine in Yamanashi prefecture and tea by renowned tea company Ippodo will be served.

At the hotel's Lounge Bar Privé, an original JAXURY cocktail inspired by one of Parfum Satori's most lauded scents will be served alongside *wagashi* (traditional Japanese sweets) by Higashiya while at The Palace Lounge, a pairing of Suntory's signature single-malt Yamazaki whisky with artisanal chocolate by Maison Cacao comes with reserved seating piano-side for an evening of live jazz music.



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To complement the stay and dining experiences included in the package, a trio of optional off-site activities give guests the opportunity to fully immerse themselves in the beauty and richness of products made with a spirit of authenticity and a desire to enrich people's lives by presenting them with everyday objects to be treasured in whatever way proves most meaningful to them.

“Through the lens of JAXURY, there is poetry in the end-user – not the manufacturer, the craftsman or the service provider – ultimately determining the intrinsic value of a product or service,” remarked General Manager, Masaru Watanabe. “It’s our hope that the JAXURY experience at Palace Hotel Tokyo will be enriching for our guests, sparking inspiration and curiosity and deepening their appreciation of Japanese culture.”

The ‘JAXURY at Palace Hotel Tokyo’ stay package includes:

- Two nights of accommodation
- Daily breakfast – choice of In-Room Dining or at Grand Kitchen
- A JAXURY prix-fixe *kaiseki* dinner at Wadakura (with pairings)
- Lounge Bar Privé’s JAXURY cocktail paired with *wagashi* by Higashiya
- Suntory whisky and chocolate by Maison Cacao at The Palace Lounge

Package price starts at: JPY 477,000

‘JAXURY at Palace Hotel Tokyo’ is bookable for stays between May 12 - December 14, 2025.
(subject to availability | package price and inclusions are based on double occupancy)

Optional off-site activities (subject to additional charge) include:

Horiguchi Kiriko | The Art of Glass-Cutting | JPY 88,000 (for two persons)

As a third generation master of his craft, Tōru Horiguchi embraces the art and spirit of *Edo Kiriko* and infuses his own distinct style into his studio’s works – which encompass both classic and contemporary designs for everything from glassware to timepieces and cuff links, from light fixtures to wall installations. At Horiguchi’s studio in Tokyo’s Edo-gawa ward, discover the art of traditional Japanese glass-cutting from the master, himself, or one of his budding apprentices.

Accompanied by a private guide, the approximate 90-minute visit includes an introduction to the history and manufacturing of *Edo Kiriko* – officially designated as a cherished ‘Traditional Craft’ by the Japanese government in 2002 – followed by a hands-on experience guided by Horiguchi or one of his artisans. Guests will have the opportunity to create their own original glassware to take home, and to acquire some original [Horiguchi Kiriko](#) pieces should any catch their eye.

HOSOO | More Than Textiles | JPY 82,000 (for two persons)

Founded in 1688, Kyoto-based textile manufacturer [HOSOO](#) has since developed an unrivaled reputation for its exquisite textile art, rooted in the traditional Japanese weaving technique known as *nishijin-ori*. Seamlessly pairing tradition with modernity, today the brand’s exquisite works can be found around the world, with its innovative textiles being used not only for *kimono*, but also contemporary fashions, chic furnishings, wall installations and limited-edition handbags.



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At its Tokyo boutique inside Yaesu Midtown, guests can enjoy a private introduction to the brand's history and evolution, and peruse HOSOO's array of textile art alongside its contemporary fashions. As a memento of their visit, guests will have the opportunity to take home a small pouch featuring the motif of their choosing.

Following the approximate 60-minute visit accompanied by private guide, guests can venture off with their guide for another three hours of custom-tailored wandering – whether it be for retail therapy, sightseeing or some degustation.

Parfum Satori | Scents of Japan | JPY 52,000 (for two persons)

Considered a pioneer, [Parfum Satori](#) was the first independent Japanese fragrance brand to be featured in “Perfumes: The Guide”, the encyclopedic guide for perfume lovers the world over. Its distinctive fragrances are coveted by insiders for their sophisticated blend of natural ingredients from throughout Japan, delivering an olfactory experience as multi-layered as the country's culture.

At its intimate atelier in Roppongi, guests are treated to an in-depth introduction to how Parfum Satori's aromas are conceived and what inspires the beauty behind them. Guests may even have the opportunity to meet Satori Osawa, herself, the founder of the perfumery.

The approximate 60-minute visit includes the serving of *wagashi* and Ippodo Tea *matcha* during the introduction to the brand, before guests are invited to peruse the atelier's array of fragrances at their leisure. A take-home gift of Parfum Satori's “Chronicles of Scent” comes with a sample of five of its fragrances, including three of its most lauded – one of which is the signature ‘Satori’ scent featured at the International Perfume Museum in Grasse, France.

For more information on JAXURY at Palace Hotel Tokyo, please visit:
www.en.palacehoteltokyo.com/offer/jaxury-at-palace-hotel-tokyo

ABOUT PALACE HOTEL TOKYO

As the anchor to a billion-dollar, mixed-use development which debuted in 2012 following a re-build entirely from the ground up, [Palace Hotel Tokyo](#) commands some of the city's most exclusive real estate as well as incomparable views of the verdant Imperial Palace gardens and the surrounding skyline.

Located in the capital's prestigious Marunouchi district, the property features 284 rooms & suites, an evian SPA, and 10 distinctive restaurants and bars – including an exquisite range of Japanese cuisines, fine dining Shanghainese & Cantonese at MICHELIN One-Star Amber Palace and contemporary French haute cuisine at MICHELIN One-Star Esterre in partnership with DUCASSE Paris.

As heir to a legacy going back more than half a century as one of Tokyo's most iconic properties, the hotel remains firmly rooted in its commitment to offering Japanese hospitality at its finest. In addition to receiving a prestigious Three Keys from MICHELIN Guide, the [multi-award-winning](#) hotel has held Forbes Travel Guide's coveted Five-Star status for 10 consecutive years and has achieved a Five-Star rating for its spa since 2024.



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Drawing deeply from the country's history, culture and art, Palace Hotel Tokyo continues to redefine luxury in Japan with sophistication and authenticity.



For more information, including fact sheets, please visit our [online Newsroom](#).

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