

J●POP
SUMMIT
FESTIVAL
2013

MEDIA ALERT

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FOR IMMEDIATE RELEASE:

***TOKYO'S EDGY FASHION DESIGNS AND THE OFFICAL
AMBASSADOR OF KAWAII BRING JAPANESE CUTE TO
SAN FRANCISCO FOR THE 2013 J-POP SUMMIT TO
LAUNCH A SPECIAL HARAJUKU POP-UP STORE AT
NEW PEOPLE***

*Celebrate Kawaii Style As Designer Sebastian Masuda Joins Kawaii J-Pop
Ambassador Kyary Pamyu Pamyu For Unique Showcase Of Premiere
Harajuku Fashion Apparel At NEW PEOPLE*

San Francisco, CA – The 2013 J-POP Summit Festival, San Francisco's annual celebration of Japanese pop culture, music, fashion and film, celebrates true *Kawaii* style and Tokyo's latest fashion trends with a special **Harajuku Pop-Up Shop**.

Stationed in the heart of the city's historic Japantown, **NEW PEOPLE The Store** (located on the Mezzanine Floor of **NEW PEOPLE** at 1746 Post St.) will be transformed into a colorful Harajuku fashion boutique for a limited time throughout **J-POP Summit**, taking place **Saturday** and **Sunday, July 27th and 28th**.

Complete details are available at: <http://www.j-pop.com/2013/harajuku-kawaii-pop-up/>

The theme for the 2013 J-POP Summit is, "**Making Kawaii Universal**," and this year's festival celebrates both the cute and the bold sides of Japanese fashion in several unique events throughout the weekend. **Harajuku Kawaii!! Pop-Up Shop** shoppers are invited to browse and try on a variety of pieces and ensembles from a truly diverse collection of premiere Harajuku fashion labels such as **6% DOKIDOKI, MILK, MILK BOY, SPINS, INNOCENT WORLD, GLAD NEWS, ON THE COUCH, Candies, Hell Cat Punks, Omocha-Party, and NADIA**.

During J-POP Summit, the Harajuku Pop-Up Shop will also host a celebrity **Guest of Honor** appearance on **Saturday, July 27th at 12:00pm** by the visionary Kawaii fashion designer, **Sebastian Masuda**, founder of **6%DOKIDOKI**. He will be joined by Japan's official **Ambassador of Kawaii – Kyary Pamyu Pamyu** – in a very special appearance. Human beat

box phenomenon, **Daichi** and **Harajuku Kawaii!! Models - Ayumi Seto, Yura, and Saki Sato** will also join.

The first 5 customers that purchase over \$200.00 in Harajuku Kawaii products between 12pm until 1:30pm on Saturday July 27th will be invited to a private photograph session with Kyary Pamyu Pamyu!! The first 100 customers to purchase over \$100 will receive a premiere poster pre-autographed by Kyary Pamyu Pamyu at ASOBISYSTEM's booth, to be located on Post St. close to NEW PEOPLE.

Sebastian Masuda will also appear for a special meet-and-greet at ASOBISYSTEM's booth on both days. A detailed schedule will be announced soon at www.j-pop.com.

Harajuku Kawaii!! is presented by J-POP Summit in partnership with **ASOBISYSTEM**, an entertainment company based in Harajuku, Tokyo, and will be held on **Saturday, July 27th** in **Japantown's Peace Plaza** on the **J-POP Summit Main Pagoda Stage**. Kyary Pamyu Pamyu will join. The **FREE** event will combine an edgy fashion show with music performances by an array of iconic Harajuku fashion models highlighting the latest in Kawaii style.

Fans and fashionistas can also catch J-Pop superstar **Kyary Pamyu Pamyu** in a very special **FREE live concert** performance taking place on **Sunday, July 28th from 2:00pm - 4:00pm** in the city's **Union Square**. Kyary Pamyu Pamyu will be supported by ex-Morning Musume star Reina Tanaka's new girls band **LoVendoЯ**, along with fast-rising Sony Music Japan recording star, **Kylee**, and the human beat box phenomenon, **Daichi**. Presented in partnership with Union Square Live, the 2013 J-POP Summit Festival's expanded show will take downtown San Francisco by storm with "cute" J-Pop as a complement to the Festival's core location in Japantown.

About J-POP SUMMIT FESTIVAL

The J-POP SUMMIT FESTIVAL is an annual Japanese Pop Culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted 65,000 attendees.

More information about the J-POP Summit Festival is available at: J-POP.com.

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