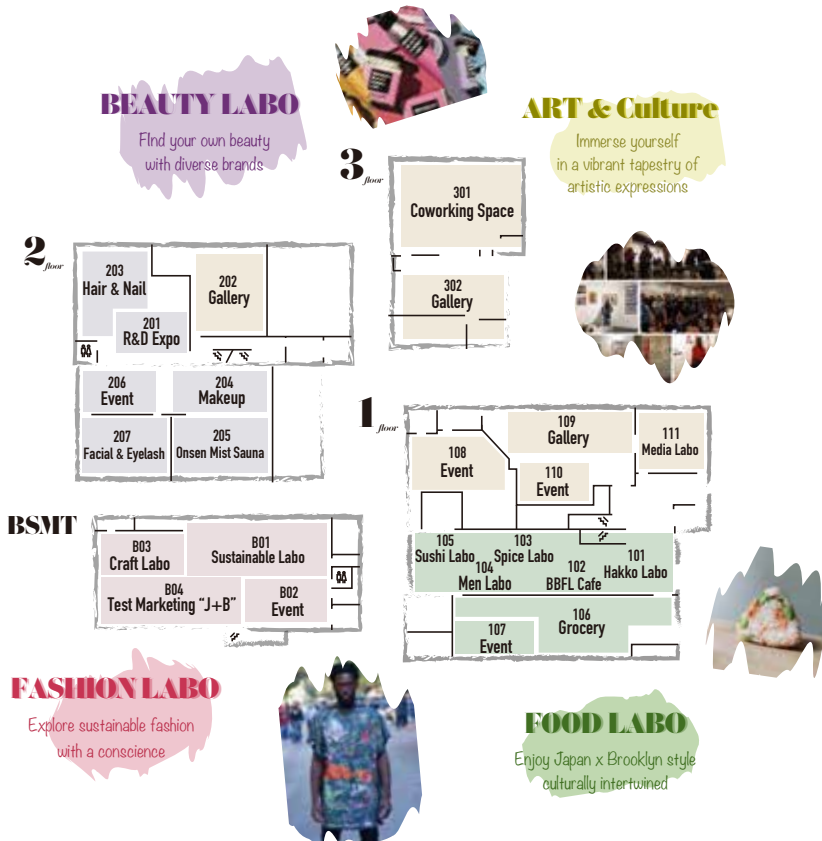


<Japan-U.S. cultural exchange laboratory in Brooklyn>  
**"Brooklyn Beauty/Fashion Labo" reopens!**



J-Collabo, a NY State 501(c)3 non-profit organization, and BBFL Sustainable LLC, a joint venture company to be established by multiple Japanese and U.S. companies, will reopen the "Brooklyn Beauty/Fashion Labo(BBFL)," a Japan-U.S. cultural exchange laboratory in Park Slope, Brooklyn, in June 21st.

**"Bridging Cultures, Unveiling Creativity"**  
**J-Collabo and several U.S. and Japanese companies to cooperate laboratory.**



Brooklyn is where many artists have moved to create a unique culture. BBFL's mission is to create a sustainable and creative community inspired by the way of life and thinking of the people who live in Brooklyn. BBFL creates a platform as a bridge between Brooklyn, Japan, and the world.

The 25,000 sqft facility (Basement, 1st-3rd floor, Rooftop) includes an art gallery, cafe, grocery, hair/nail/facial/ eye lash salon, mist sauna, upcycle store, and local product showroom. The store proposes a total lifestyle based on the concept of "Bridging Cultures, Unveiling Creativity" A series of Japan-U.S. hybrid products also are developed and introduced to the world. In addition, various programs and events are planned to nurture the next generation.

The following 35 companies, beauty, fashion, food and other manufacturers, as well as companies and educational institutions in various fields etc., will support J-Collaborative and join BBFL Sustainable LLC, which is expected to become a team of 300 Japanese and U.S. companies in the future. They will plan programs and events to promote various Japan-US cultural exchanges and foster future generations.

<https://www.brooklynbbfl.com>

(Founding Supporter)

Shiseido

(Companies Participating in the Project)

BK Style Foundation, Hachi Collections, Nankai Electric Railway Co., Ltd., tas+, Dainobu, JTB USA, Overjoyed, Le Furo, Rimon, Ellie's Lash Bar, Kaysar brooklyn, kiino brooklyn, Magmog Brooklyn, Tomiz, Torihane, NIHONSAN, FAITH CO., LTD., DINNY, Crewneck NYC inc, Generic Cosmetics, Sacra, Tamura Shoji, Robe Japonica, Koji no Gakko, Llanos Coffee, Brooklyn Made, KAMIKI, Rescue Plants, Hakko-an and more

## Collaborative development of a Japan-U.S. hybrid lifestyle brand for the world!!

The Brooklyn Beauty/Fashion Labo will collaborate to develop a lifestyle product line and market it in the U.S., Japan, and internationally.

The members will collaborate with each other to create new ideas, promote and sell the products.



### About J-Collabo

J-Collabo was founded in 2008 as a NY State 501(c)3 non-profit organization and started as an online gallery with the theme of "Experience Japan in Brooklyn." The gallery also published interviews with prominent Japanese in the U.S., including Ryuichi Sakamoto, Hiroshi Sugimoto, and Shinzo Abe etc. In addition, J-Collabo was involved in the planning and management of many cultural events, including a charity event for the Great East Japan Earthquake at St. John the Divine Cathedral, and a tourism promotion event at Grand Central Station. BELLA GAIA, a collaboration of traditional Japanese performing arts such as Gagaku and Noh, and video of the Universe by NASA, has been successfully performed at NYU Skirball, Yakushiji Temple, and Himuro Shrine. Since 2014, J-Collabo has established a permanent base in Brooklyn, where it plans and manages educational programs on traditional Japanese culture such as tea ceremonies, flower arrangement, calligraphy, rakugo and Noh, and traditional crafts such as bamboo crafts, pottery, lacquer ware, and Japanese paper. Under the concept of "Brooklyn + Japan," J-Collabo provides free community events to connect with local people. In addition, since 2017, J-Collabo has held an annual art group exhibition, providing opportunities for outstanding artists to showcase their work, including solo exhibitions in the U.S. and Japan.

-Hitoshi Sagaseki (Founder), Sachi Shimoda (Co-Founder), Hiromi Ishikawa (Executive Director)

<https://www.j-collabo.org/about>

\*For inquiries about the opening event, please contact (Attn: Tominaga, Miyata).