

[NEW OPEN] First step into Taiwan with the opening of WIRED TOKYO Xinyi Café and Restaurant on January 24th, 2017.

2017.01.25 - WIRED CAFE



On January 24th, 2017, Style Develop Inc., a subsidiary company of Cafe Company Inc., opened WIRED TOKYO Xinyi --- the first of its WIRED TOKYO brand expansion into Taiwan.

This restaurant marks the first of many in a deal signed between Japanese entertainment company, Tsutaya Inc., (Shibuya, Tokyo: President and COO Kazuo Nishimura) and Tsutaya's subsidiary company CMC group. In 2012, the CMC group signed a franchise contract with Taiwan based home video publication company DELTA MAC Taiwan inc. and on January 14th, 2017, they successfully opened their first collaboration BOOK & CAFÉ [TSUTAYA BOOKSTORE], a lifestyle store that combines both a bookstore and café space, inside of the TSUTAYA BOOKSTORE Xinyi location.

October 2015, WIRED TOKYO and TSUTAYA BOOKSTORE came together to form a seamless collaboration of bookstore and café, WIRED TOKYO 1999, on the 7th floor of the Q-Front building located on the famous Shibuya scramble crossing.

The experience of choosing a book with a coffee in one hand, enjoying a meal and desert while chatting with friends, participating in events centered around books. We want to provide these kind of experiences in a store that serves both as the cultural hub of a bookstore while providing a unique café and restaurant lifestyle to people in Taiwan. Through cultural exchange centered around "books" and "culture," we also plan to strengthen the ties between Taiwan and Japan. WIRED TOKYO aims to become a space overflowing with "culture," "knowledge," and "a playful spirit" that will come to be loved and hold a special place in the hearts of the Taiwanese people.

WIRED TOKYO is owned and operated by Style Develop, a child company of CC formed with Tsutaya Inc.



▼WIRED TOKYO Xinyi Menu Details

WIRED TOKYO offers a line-up that allows you to enjoy the flavors of its Japanese counterpart. We have also updated the WIRED TOKYO 1999 Shibuya menu to reflect the new location in Taiwan. In addition, we have created course menus for groups of 2, 3, or 4 customers exclusively for the Xinyi branch in Taiwan. Though the Tokyo and Taiwan menus respectively offer a variety of menu items, they both complement the “WIRED style” through taste, aesthetic, and atmosphere.

▼TSUTAYA BOOKSTORE Xinyi details



Enjoy a cup of coffee while leisurely strolling through the aisles. Find your own nook among Book & Café’s spacious 100 seats.

You can take in the aroma of freshly brewed coffee while browsing through the aisles of books or enjoy a cup of wine while talking about the different Art and Design books with friends at BOOK & CAFÉ.

Also, at Tsutaya Xinyi, we have separated the categories of books by categories that focus on “FOOD,” “TRAVEL,” and “ART” and similar lifestyle categories rather than focusing in language and cultural barriers. We hope that by doing this, we can provide an opportunity to spark new creativity in the Taiwanese people as well as a create a new and exciting “reading” experience.

A large collection of high-quality stationary and sundries made in Japan.

Over 90 percent of goods sold in the store are made in Japan, from designer sundries to high-quality stationary and writing utensils, we have gathered goods that represent the best of the Japanese attention to detail that has received worldwide recognition.

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* January 1st, WIRED TOKYO Xinyi Opening Event!

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On January 23rd, 2017, celebrating the opening of the first of many restaurants to come in Taiwan, COO and President of Tsutaya Inc. Kazuo Nishimura, Chair of the CMC group Bob M.S. Wong, and president of Cafe Company Inc. Kusumoto Shujiro held a press release event inside of WIRED TOKYO Xinyi.



Later that day, we hosted an event for the general public and Taiwanese media in which a special guest Chen Bolin, who has been featured in multiple movies and dramas Japanese and Taiwanese, made an appearance. Chen also participated in a special talk event celebrating the opening of WIRED TOKYO Xinyi.

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*** WIRED TOKYO Xinyi Details**

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■ **Restaurant Name**

WIRED TOKYO Xinyi Branch

■ **Address**

台北市信義區忠孝東路五段 8 號 統一時代百貨台北店 5F

No. 8, Section 5, Zhongxiao East Road, Xinyi District, Taipei City, Taiwan 110

■ **Facebook Page**

<https://www.facebook.com/wiredtokyotaiwanxinyi>

■ **Area**

538 m² (Including TSUTAYA BOOKSTORE Xinyi)

■ **Seating Capacity**

100 Seats (including TSUTAYA BOOKSTORE Xinyi)

■ **Store Hours**

Sunday - Thursday 11 : 00 - 21 : 30 / Friday · Saturday · Before Holidays 11 : 00 - 22 : 00