YOKAI JAPAN Opens Perfume Shop in Kyoto's Historic Ichinenzaka District

Discover a new way to experience Japanese culture through fragrance in Kyoto's historic Ichinenzaka district.

TOKYO, JAPAN, September 18, 2026 /EINPresswire.com/ -- TAIMATSU Co., Ltd. (Headquartered in Chuo-ku, Tokyo; Representative Director: Wei-Han Wang; hereinafter "TAIMATSU") has opened the YOKAI JAPAN Kyoto Ichinenzaka Perfume Shop, offering a new fragrance experience that allows visitors to immerse themselves in Japanese culture through scent.



YOKAI JAPAN fragrances displayed



Storefront Noren Musashi Japan

Following its first location on Tanuki Street in Asakusa, the Kyoto Ichinenzaka store is YOKAI JAPAN's second location. Set among the historic stone-paved streets and traditional Kyoto townhouses of Higashiyama, the store presents YOKAI JAPAN's distinctive concept: experiencing the atmosphere, culture, and intangible "presence" of a place through fragrance.

YOKAI JAPAN is a fragrance brand inspired by landscapes, history, and culture found throughout Japan. The brand captures the distinctive character of each place through scent, creating fragrances that allow people to experience a destination in a different way.

Ichinenzaka is one of Kyoto's most historically significant areas. Its traditional streets, stone-paved slopes, and historic townhouses connect to some of Kyoto's most iconic destinations, including Ninenzaka, Sannenzaka, Kodaiji Temple, and Kiyomizu-dera Temple.

Although the area welcomes many visitors, stepping into its quieter streets reveals an atmosphere where history and the present, as well as the everyday and the extraordinary, exist side by side. The quiet air encountered while walking through Kyoto and the lingering traces of centuries of culture can be experienced through fragrance.

YOKAI JAPAN's concept goes beyond simply purchasing perfume. Fragrance can serve as a starting point for recalling the landscapes, history, and culture of a place; bringing home the scenery encountered during a journey through scent; and experiencing the diverse "presence" found throughout Japan as part of everyday life.

By making Ichinenzaka itself part of the experience, YOKAI JAPAN combines fragrance, physical space, and local culture to offer a new kind of fragrance experience.

YOKAI JAPAN fragrances are also now available at MUSASHI JAPAN stores in Japan and overseas. Japanese kitchen knives, which represent Japan's tradition of craftsmanship, and fragrances that express landscapes and culture through scent may appear to be very different products. Together, however, they create a new point of connection through which customers can experience Japanese aesthetics and culture.



MUSASHI JAPAN knives display



YOKAI JAPAN fragrance collection on display



A selection of YOKAI JAPAN fragrances

Visitors to MUSASHI JAPAN stores can discover YOKAI JAPAN fragrances while experiencing the stories and atmosphere associated with each scent. This approach allows fragrance to serve as a

starting point for discovering different aspects of Japan beyond the product itself.

Building on its presence in Asakusa and Kyoto, YOKAI JAPAN plans to expand its collection with fragrances inspired by different regions of Japan, introducing their distinctive character to audiences both domestically and internationally.

As the brand continues to grow, YOKAI JAPAN will explore new ways to connect fragrance with the places that inspire it, creating experiences that encourage people to discover Japan from a different perspective.

TAIMATSU Inc. Company Overview

Established: November 2023
Representative Director: Wang Weihan
Location: Harumi Island Triton Square Office Tower X, 22F, 1-8-10 Harumi, Chuo-ku, Tokyo, Japan
Website: TAIMATSU Inc. Corporate Website

TAIMATSU Inc. works to reinterpret Japanese traditional crafts for global audiences. With team members from diverse backgrounds around the world, the company explores the possibilities of traditional craftsmanship through an international and contemporary perspective.

Its businesses include Japanese kitchen knives, sake, fragrance, cultural experiences, and restaurant operations, presenting Japanese craft and culture through products and services for global markets.

Operating Brands
MUSASHI JAPAN Japanese Kitchen Knife Business
YOKAI JAPAN Sake and Fragrance Business
FUJI JAPAN Traditional Culture Experience Business
ITTO Restaurant Business

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