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| Movies | Vital Stats | Weather | Internet | Search

Obituaries | Surf | Subscribe

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autos | jobs | homes  
newspaper ads | travel

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- Classifieds
- Newspaper Ads
- Government Section

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- Island Homes
- Food For Thought



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(1996-Present)  
T | W | T | F | S | S | M

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COURTESY CHANEYBROOKS  
ChaneyBrooks Hawaii has won leasing rights among U.S. retailers to the Paradox Project, a new retail development planned for Tokyo's edgy fashion district of Harajuku. [CLICK FOR LARGE](#)

# Isle firm ties into Tokyo fashion center

**ChaneyBrooks is handling U.S. leasing for a project at a hot Harajuku crossroads**

By Erika Engle  
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U.S. retailers looking to strike it rich in Japan's trendiest, most cutting-edge shopping district will need to make a deal with ChaneyBrooks Hawaii.

The company, along with partners **PacRim**

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- » 2 Schofield pilots die in Iraq

**Inside | May 22**

**Business**

- » American Savings settles whistle-blower suit
- » Isle firm ties into Tokyo fashion center
- » Thai festivals set example for isles
- » Working and Homeless
- » Business Briefs
- » Hawaii Stocks and Mutual Funds
- » Market Watch
- » WSJ Sunday
- » Dilbert

**Hawaii News**

- » State to get MySpace sex offenders list
- » Ex-dance teacher jailed for molestation
- » Driver saw man shoot over her car at victim
- » Warning accompanies mild storm forecast: Be ready
- » Buckle up or pay up
- » Limit on campaign donations is struck down
- » Lingle picks



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 Features  
 Sports  
 Business  
 Editorial  
 Travel (Sunday)  
 Corrections  
 Gallery  
 Calendars  
 Movies  
 Special Packages

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 Newsstands  
 Directory  
 Freelancers  
 E-Mail Headlines  
 RSS/XML



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 Autos  
 Island Homes  
 Jobs  
 Government Section  
 Bidding Advantage  
 Advertise



**Marketing Group Inc. and Bedrock Branding Hawaii**, is in Las Vegas for the annual International Council of Shopping Centers convention pitching entrée to the Paradox Project. It is a nine-level, 123,500-square-foot retail center in Tokyo's Harajuku district.

Folks fond of following fashion fiendishly know about Harajuku, but its appeal goes beyond fashionistas like recording artist and fashion designer Gwen Stefani. Her song, "Harajuku Girls" sings about the funky, fashion-forward scene that's been around for decades.

When people travel to Tokyo, they want to see Tokyo Tower, the Imperial Palace and "you definitely gotta make a stop at Yoyogi Park and Harajuku on the weekend," said Steve Sombrero, president and chief executive officer of **Chaney Brooks & Co. LLC**.

The park, near the Paradox site, "is where the young people hang out," dressed in trendy or outrageous clothing or in costume, as characters in anime (Japanese animation) shows and manga (serial comics).

When complete in 2009, the building's upper floors will have views of the park and Meiji Jingu Shrine.

It is across the street from the Harajuku train station, serving more than 140,000 passengers daily.

Japan developer **RECRM Research Co. Ltd.** chose ChaneyBrooks, "because we have experience leasing shopping centers and because we have a reach into the United States based on relationships and experience," he said.

The company's multilingual professionals have been traveling Japan extensively. "We know, not just how to speak to them, but how to think like them," he said.

ChaneyBrooks is networking through **ChainLinks Retail Advisors**, a Georgia-based retail and real estate advisory group.

European couture houses Gucci, Chanel, and Dior have long had a presence in Tokyo, but they are not what Harajuku is about. Paradox is being pitched to American retailers serving the 18-to-35 crowd, Sombrero said.

He wouldn't name names but said, of the retail concepts that have expressed interest, "we have some of the hottest brands in the United States, that might even pass Hawaii and go directly to Japan."

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 » Newswatch, Police/Fire  
 » Kokua Line  
 » Corky's Hawaii  
 » On the Scene  
 » Island Images  
 » Obituaries  
 » What's The Law?  
 » Shining Stars  
 » Corrections  
 » Weather

## Features

» To the beat of the heart  
 » Dance lessons a new twist for Special Olympians  
 » Rappers back on scene without missing a beats  
 » Young performers invited to audition  
 » Bishop Museum, 'Broken Trust' win book awards  
 » Honolulu Lite  
 » In the Mix  
 » Da Kine

## Sports

» Frazier takes Capitol punishment  
 » Base Bows end regular season with a win  
 » Sidelines  
 » Hawaii Beat  
 » Scoreboard  
 » TV & Radio

## Editorial

» Medical marijuana research should not be

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