

# RHYTHM JAPAN

## RHYTHM TO OPEN NISEKO'S LARGEST RETAIL AND RENTAL SPACE

### IMMEDIATE PRESS RELEASE

10th April 2019

[www.RhythmJapan.com](http://www.RhythmJapan.com)

Japan's most comprehensive snowsports retailer is opening a new store, Rhythm Base, in time for the 2019/20 ski season. Located only 100m from the Hirafu Gondola, Rhythm Base will be home to 1200sq meters of floorspace, stocking the world's most reputable ski and snowboard brands for customers to both rent and buy.

Rental and retail operations at Rhythm's original store in the heart of town, Rhythm Main Store, are set to continue, along with the friendly service from knowledgeable staff that Rhythm is famous for. It will also be 'business as usual' around the corner at Rhythm Summit, which specialises in backcountry ski and snowboard gear. For the convenience of hotel guests, Rhythm also operates service counters within the Hyatt House and Aya Niseko hotels.

The brand new, architecturally designed building has been constructed to ensure a streamlined and comprehensive rental experience, allowing customers to pick up their gear with ease and be on the mountain faster. Alternatively, they can stop, browse and buy from the most extensive range of ski and snowboard equipment in the region. Adjacent to the store will be a record 40 dedicated car spaces, more than any other retail outlet in town.

Inside, customers can expect to find everything they need to maximise their on-snow experience. Rhythm's full-service workshop, Rhythm Tunes, will offer overnight ski and snowboard tuning along with mounting and repair services from highly trained technicians. Other services include custom boot fitting thanks to Rhythm's partner boot fitting store, Boot Solutions, plus lockers and storage for customers who wish to store their gear overnight.

Glorious Coffee, known for serving award winning coffees, will open inside the shop, along with a bar and event space to support local movie screenings, art shows and music.

Other services on offer include free pick-up and drop-off service, free gear swaps and multi-resort bookings.

### For more information contact:

Sherry Yen

Marketing Manager

[sherry@rhythmjapan.com](mailto:sherry@rhythmjapan.com)

+81 136 23 0164

+81 70 2423 7885

