

April 17, 2025

“FASHION X” Used Clothing Collection Boxes Were Installed at Our Hotel for the First Time!

Keio Plaza Hotel Installed Used Clothing Collection Boxes to Help Conserve the Environment and Promote a Culture of Recycling!

**～We support our customers' comfortable travel by reducing
the amount of luggage they need to carry home. ～**

TOKYO - Keio Plaza Hotel Tokyo (KPH), one of Japan's most prestigious international hotels located in Shinjuku, Tokyo, installed used clothing collection boxes at our hotel from February 1, 2025 with the goal of reducing the environmental impact and improving the convenience of our guests by collecting any unwanted clothing they may have. This program marks the first time that any Japanese hotel has installed the used clothing collection box service offered by FASHION X (Headquarters: Ota-ku, Tokyo; President: Satoshi Hatakeyama). Keio Corporation (Headquarters: Tama City, Tokyo; President: Satoshi Tsumura) will also participate in this program.

Since our opening in 1971, the Keio Plaza Hotel has continued to lead the hotel industry by promoting a wide range of initiatives designed to help protect the environment and society, including the promotion of universal services, recycling wastewater and oils, reducing the use of plastics, and curbing greenhouse gas emissions to become an environmentally and socially friendly “plaza for a wide range of guests”. We aim to resolve various environmental and social issues through the promotion of these activities and to realize a sustainable society.

FASHION X, as a selected company of the KEIO AREA OPEN INNOVATION PROGRAM “ROOOT,” has been collecting used clothes at some stations and facilities along the Keio and Inokashira Lines since May 2024 as an area-based business co-creation program implemented by Keio Corporation (One of the major privately operated train lines in Tokyo and owner of the Keio Plaza Hotel Group) in fiscal year 2023, which aims to solve local issues and create value through co-creation with external partners.

Based on success of demonstration testing, the “ROOOT” initiative led by Keio Corporation is being expanded to other related Group companies and resulted in the establishment of a collaboration between the Keio Plaza Hotel and FASHION X. By installing used clothing collection boxes at four locations within our hotel, FASHION X and the Keio Plaza Hotel hopes to encourage hotel guests to recycle unused clothing items instead of throwing them away, thereby contributing to reductions in the environmental impact and promoting a recycling-oriented society.

This initiative is also supported by TRIP (Tokyo Railway Innovation Partnership), a program led by several railway operators to promote innovations with significant social impact, such as resolving societal issues and expanding the possibilities of future business creation.



Collection Box Image Photos

1 . Installation of Used Clothing Collection Boxes

(1) Background and Overview

The Keio Plaza Hotel is a highly popular hotel that hosts approximately 800,000 guests a year, about 90% of whom are from overseas. And some of our guests often leave unneeded clothing and other items in their rooms when they leave our hotel, making storage and disposal costs an issue. Consequently, we have installed boxes in our hotel to collect unwanted clothing, thereby reducing the amount of luggage our guests have to take home with them and making their trip home more comfortable. The collected used clothing will be reused, recycled and upcycled for other people to use at various locations along the Keio railway lines, thereby contributing to reductions in the global environmental burden.

Reuse: The action of using something repeatedly instead of disposing of it once it has been used.

Recycle: The action of Converting into reusable materials.

Upcycle: The action of reclaiming a product or materials that were originally intended to be thrown away to be reused to create products of new value.

(2) Operational Start Date

February 1 (Saturday), 2025

(3) Used Clothing Collection Box Locations

- 1) In front of the Business Center on the 3rd Floor of our Main Tower
- 2) In the “SKY PLAZA IBASHO” Lounge on the 47th Floor of our Main Tower
- 3) In the Laundromat on the 19th Floor of our Main Tower
- 4) In the Laundromat on the 18th Floor of our South Tower

(4) Rules for Collection of Used Clothing

- Only clothes that have been washed will be accepted for collection
- Used uniforms used for work will not be accepted for collection

【What Can Be Collected】

- Reusable clothing (Without stains or tears)
- Face and bath towels
- Suits (Matching pants and coats only)
- Accessories (Hats, scarves, mufflers)
- Bags, wallets, and accessories
- Kimonos and Obis (belts for Kimonos)

【Items that Cannot Be Collected】

- Clothing with tears, stains, holes and are otherwise frayed
- Shoes, socks, underwear, fabrics
- Beddings materials including futons, futon covers, cushions, sheets, pillows, bed mats, and others
- Carpets, floor mats, other rugs

(5) Important Notice

- It is prohibited to deposit anything other than collectable items as defined above into the collection boxes, and we kindly ask that users refrain from touching any of the contents within the collection boxes.
- Any activities that may inconvenience users of the collection boxes is also prohibited.

2. Customer Inquiries

- Keio Plaza Hotel Co., Ltd.
Telephone: +81-3-3344-0111
- FASHION X Keio Used Clothing Collection Help Desk (Rules regarding collection of used clothing)
Telephone: +81-50-3611-8576, E-Mail: fashionx@fashionx.jp

【Reference 1】 Open Innovation Initiatives Promoted by the Keio Corporation

The Keio Corporation has been promoting initiatives to realize open innovation, including an open innovation program and venture capital investments through co-creation with external partners, including startup companies, since fiscal year 2022. The realization of this used clothing collection box project collaboration will contribute to improved convenience of our guests at our hotels, and is also being considered for installation at other Keio Group facilities as part of our efforts to realize a “recycling-oriented society.” Also, we will continue our efforts to realize open innovation through co-creation with external partners.

Open Innovation Official Website (Japanese only): <https://www.keio.co.jp/railroad/keio-open-innovation/>

【Reference 2】 Company Overview

■ Keio Plaza Hotel Co., Ltd.

Location: 2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo, Japan, 160-8330, Japan

Representative Director, President: Katsuyoshi Wakabayashi

Founded: June 5, 1971

Business: Hotel Operations

English Website: <https://www.keioplaza.com/>



■ FASHION X, Inc.

Location: Ikegami 7-2-7, Ota-Ku, Tokyo, 146-0082, Japan

Representative Director: Satoshi Hatakeyama

Established: July 2023

Business: Developing businesses that leverage reused and recycled products including collection of used clothing and upcycled furniture creation centered on local communities.

Website (Japanese only): <https://fashionx.jp/>

■ Keio Corporation

Headquarters: Sekido 1-9-1, Tama-Shi, Tokyo, 206-0011, Japan

Representative Director, President: Satoshi Tsumura

Established: June 1, 1948

Business: Railways, real estate, building leasing and sales, others

English Website: <https://www.keio.co.jp/global/?lang=en>

FASHION X



【Reference 3】 TRIP (Tokyo Railway Innovation Partnership)

"TRIP" is one of the innovation clusters (*1) selected under "TIB CATAPULT" (*2) and aims to create significant social impact such as resolving societal and environmental issues and expanding the possibilities for future business creation. Numerous railway operators with diverse assets across Tokyo and Japan (such as Odakyu Electric Railway Co., Ltd., Keio Corporation, Keikyu Corporation, JR East Start-Up Co., Ltd., SEIBU HOLDINGS INC., TOKYU CORPORATION, Nishi-Nippon Railroad Co., Ltd., Tokyo Metro Co., Ltd., TOBU RAILWAY CO., LTD., Sotetsu Holdings, Inc., Nagoya Railroad Co., Ltd., and Central Japan Railway Company) and TIS Inc., play a central role in this cluster.

<https://tib-trip.com/en/>

*1: Clusters represent groups of organizations, including companies, universities, and overseas support organizations.

*2: TIB CATAPULT is a project of the Tokyo Metropolitan Government, in which "clusters" and the Tokyo Metropolitan Government sign an agreement to promote collaboration and cooperation with startups in each respective cluster area and to create innovative businesses.

<https://tibcatapult.metro.tokyo.lg.jp/en/>



Keio Plaza Hotel is committed to contributing to
the development of a sustainable society, as a "PLAZA"
where guests can come together to relax and connect.

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