

June 27, 2025

Keio Plaza Hotel Tokyo to Regularly Hold Hands-on Workshops of Dyeing, Traditional Craft Rooted in Shinjuku, in July Together with Shinjuku Textile Dyers Association

- Creating Value of Hotel Stay through Experience of Japanese Culture -



Keio Plaza Hotel Co., Ltd. will regularly hold workshops to experience dyeing to enjoy the tradition of Shinjuku, starting July 9 (Wednesday), 2025, so that participants can learn and experience the charm of the local dyeing industry in a casual way. In Shinjuku, home to a traditional dyeing industry inheriting the dyeing culture from the Edo period (1603-1867), the hotel will offer workshops to experience dyeing, exhibitions of kimono, etc., and Shinjuku-motif goods for sale.

Special website: <https://www.keioplaza.com/offers/somemono.html>

During the workshop, participants can learn stencil and tie-dyeing firsthand from artisans in cooperation with the Shinjuku Textile Dyers Association, a local master group, enjoy displays of brightly colored festive kimonos owned by the Shinjuku City and buy goods of the "Azalée" brand originated from Shinjuku so that people including foreign visitors may create the value of hotel stays.



Tote bags for workshop



Kimono display



Azalée pouches for sale

■About "Tie-dyeing and stencil dyeing experience"

At the "Tie-dyeing and stencil dyeing experience," participants can learn firsthand from artisans of the Shinjuku Textile Dyers Association.

Dates: July 9 (Wednesday), August 8 (Friday), September 27 (Saturday) and October (TBD), 2025

*Odd Months: Stencil Dyeing (Tote bag: 38cm x 35cm)

*Even Months: Tie-dyeing (Handkerchief 38cm x 38cm)

*To be held once a month

Hours: 1:00 p.m. to 5:00 p.m. (Final admission 4:45 p.m.)

*Experience time is around 30 minutes.

*Reservations are not required. Visitors can take part anytime during the above-mentioned time.

*There is no need to bring specific materials to the event.

Venue: 3F Lobby, South Tower

Fees: Stencil Dyeing (Tote bag) -- hotel guests 1,000 yen; visitors 2,000 yen

Tie-dyeing (Handkerchief) -- hotel guests 500 yen; visitors 1,000 yen (tax included in the fees)

Premier Grand guests can take part in the event free of charge.



Stencil dyeing



Tie-dyeing

■About Shinjuku Textile Dyers Association

Shinjuku Textile Dyers Association is organized by the artisans themselves who work in the kimono-related trades. The members cooperate to promote and develop the kimono industry, make new products, and hold promotional shows and events.

■About Keio Plaza Hotel

Opened in June 1971 as Japan's first skyscraper hotel at the very heart of the nation's capital Tokyo, Keio Plaza Hotel has been one of Japan's leading international hotels. The hotel has been a pioneer in innovating hospitality by introducing barrier-free access, nursing rooms and childcare facilities, the first ladies' plan in a Tokyo hotel, a sake bar and non-alcoholic cocktails. The hotel boasts various restaurants and bars, and hosts a wide range of local and international guests who visit for its open and welcoming facilities, top-notch services, and warm hospitality. It strives to be a plaza with the energy to create new and fascinating events for every guest. For more information about its facilities and services, please visit <https://www.keioplaza.com>.

Hotel information

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel opened: June 5, 1971

Business overview: International hotel and tourism, and related businesses based on the Act on Development of Hotels for Inbound Tourists

Company website: <https://www.keioplaza.com/>

Source: Keio Plaza Hotel Co., Ltd.

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