



Handpicked Experiences for Spring Season

Spring Delicacies



Hanami Dango

Hanami dango are traditional Japanese rice cakes featuring three soft, round dumplings in pink, white, and green, typically enjoyed during cherry blossom viewing. These chewy treats with a hint of sweetness are arranged on skewers, with each color symbolizing a season: white for winter, green for summer, and pink for the sakura of spring. Although available year-round, they are most commonly found at street stalls during cherry blossom festivals in Japan.

SACYA Strawberry Matcha Latte

SACYA is a chic matcha café located in Shibuya Scramble Square, renowned for its delightful strawberry matcha latte. This beverage features freshly whisked matcha beautifully layered with milk and strawberries, offering a lightly sweet and remarkably smooth experience—perfect for those who may not be familiar with matcha. Additionally, its photogenic appeal makes it a must-visit spot, conveniently situated right inside the station.



Ichigo Daifuku

The term *daifuku* translates to great luck. This delightful confection is crafted by filling mochi (a Japanese pounded rice cake) with a variety of fillings, most commonly a sweet red bean paste. One of the most famous variations is Ichigo (Strawberry) Daifuku, which features a whole strawberry enveloped in a delicate layer of red bean paste. This treat is particularly enjoyed during Japan's cherry blossom season.

A Guide to Sakura Season at Shinjuku Gyoen

Shinjuku Gyoen National Garden is one of Tokyo's most iconic and refined locations for cherry blossom viewing. From late March through April, the expansive garden fills with soft pink and white blooms, offering a peaceful hanami (cherry blossom viewing) experience in contrast to the city's busier parks. With wide lawns, landscaped ponds, and a blend of Japanese, English, and French garden styles, Shinjuku Gyoen provides a beautiful and relaxed setting for spring strolls and photography. One of the garden's highlights is its extended cherry blossom season. Thanks to its wide variety of sakura trees, blooms appear in stages—from early-blooming varieties to late-season double cherry blossoms—allowing visitors to enjoy spring flowers well into April. During the peak cherry blossom season, Shinjuku Gyoen implements an advance reservation system on select weekends and public holidays to manage crowds. On these designated dates, visitors entering between 10:00 and 16:00 must hold a timed entry e-ticket reserved in advance.



Flowers to Enjoy After the Sakura

Wisteria at Kameido Tenjin Shrine

Each spring, Kameido Tenjin Shrine is adorned with wisteria blossoms that cascade over trellises and reflect in the pond. The soft purple shades enhance the iconic red bridge, creating a serene seasonal scene. Blooming from mid-April to early May, the wisteria provide a tranquil alternative to cherry blossoms, making the shrine a must visit for a refined spring experience in Tokyo.



Azalea at Nezu Shrine

During the whole month of April, Nezu Shrine comes alive with vibrant azaleas during the annual Bunkyo Tsutsuji Matsuri. A gently sloping hillside within the shrine grounds is blanketed in shades of pink, red, white, and purple, creating a striking contrast against the shrine's historic vermilion gates. The azaleas offer one of Tokyo's most colorful and atmospheric floral displays.

EXCLUSIVE CONCIERGE ACCESS

Cherry Blossoms at TeamLab Planets Tokyo

This spring, from March 1 to April 30, experience cherry blossom season in a unique and immersive way at teamLab Planets Tokyo, where digital art installations are transformed with soft pink petals, flowing light, and sakura-inspired visuals. The exhibition offers a modern, atmospheric interpretation of Japan's most beloved season—perfect for guests seeking something beyond traditional outdoor hanami.

To ensure a smooth and effortless visit, VIP access tickets to teamLab Planets are available through the concierge. With priority entry and reduced waiting time, guests can enjoy the experience comfortably, even during the busy spring period. For assistance with VIP tickets or visit planning, please contact the concierge.



teamLab, Floating in the Falling Universe of Flowers © teamLab

Tokyo's Cultural Revival This Spring

Iconic and New Museums



©Edo-Tokyo Museum

Edo-Tokyo Museum

After almost four years of renovations, the Edo-Tokyo Museum in Ryogoku will reopen on March 31st. Visitors can explore the evolution of daily life over the past 420 years since Tokugawa Ieyasu's era, thanks to updates across its eight floors, guided by architect Shohei Shigematsu. Ryogoku, historically a bustling entertainment district, has hosted sumo wrestling since the 1700s, making it fitting that the museum stands next to the Kokugikan, Japan's largest sumo arena.

MoN Takanawa: The Museum of Narratives

This March 28th, MoN Takanawa: The Museum of Narratives opens in Tokyo's Takanawa Gateway City, offering a modern cultural destination. It focuses on storytelling and immersive installations rather than traditional exhibitions, allowing visitors to engage with art and culture through curated narratives that integrate design and technology. It appeals to those interested in contemporary museums, architecture, and leisurely cultural exploration.



Image provided by East Japan Railway Company



Makeup & Skincare
Ellie Hermosa

Personal Concierge Recommendation

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TOKYO

Spring is the perfect time to refresh your beauty routine, and for makeup and skincare enthusiasts like me, @cosme TOKYO in Harajuku is an absolute must-visit. This iconic beauty destination showcases Japan's top-rated products based on real user reviews, making it easy to discover new favorites and compare what's trending this season. I especially recommend Canmake for its impressive quality, affordable price point, and irresistibly *kawaii* (cute) packaging—perfect for adding a touch of spring charm to your makeup bag. It also makes a delightful souvenir for beauty lovers, offering a fresh and playful taste of Japanese beauty culture.

