



Dear Members of the Press/Media:

January 22, 2020

Tachihi Hospitality Management Co., Ltd.

Press

The first hotel in Japan to furnish all guest rooms with Japan-made fair-trade cotton towels and Hungarian mother white goose down comforters

King of Down "Eiderdown" in the highest-grade Sorano Suite

High-quality, eco-friendly select amenities at SORANO HOTEL

Scheduled to open in Tachikawa, Tokyo on Tuesday, May 12, 2020

SORANO HOTEL (Management: Tachihi Hospitality Management Co., Ltd.; Masamichi Murayama, President and Representative Director), scheduled to open in Tachikawa, Tokyo on Tuesday, May 12, 2020, is preparing for its grand opening as it strives to be a new kind of hotel that frees itself from conventions. With the concept of Well-being – a wholesome experience to invigorate the mind and body – high-quality, eco-friendly furnishings and amenities, including Japan-made fair trade cotton towels and Japan's highest quality Hungarian mother white goose down comforters, have been selected to furnish all guest rooms for the first time in Japan. Both are high quality items that are not easily offered at conventional hotels.

[Japan's first hotel to appoint all guest rooms with Japan-made fair-trade certified cotton towels]

SORANO HOTEL will furnish all guest rooms with Hotman's highly water absorbent One-second towels* made with fair-trade certified cotton. The towels are made using Hotman's original manufacturing method that maximizes the potential of cotton without using chemicals such as softeners and water-absorbing agents used in general towel production.

These high-quality towels that are considerate of people and the environment are gentle on your hair and skin, safe and reliable, and contribute to a sustainable society.



Hotman is a long-established towel manufacturer with a history of over 150 years in Ome, Tokyo. In support of fair-trade activities aimed at improving the lives and self-dependence of developing countries, the company manufactures and sells Japan-made fair-trade cotton towels, which were the first to become internationally fair-trade certified in Japan since 2014.

Hotman conducts all production processes in-house and tightly manages raw material purchases, enabling it to meet strict international fair-trade standards. Hotman's fair-trade certified products are made with high-quality fair-trade cotton grown in the Republic of Senegal. Senegal cotton is beautiful, glossy white cotton that is handpicked to minimize damage to the fiber and strong enough for use in towel products.

*Please visit <https://hotman.co.jp/onessecond#lsecond001> for information about the One-second towel.

SORANO HOTEL

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[Hungarian mother white goose down comforters]

SORANO HOTEL will furnish all 80 guest rooms, except for the highest grade Sorano Suite (1 room), with comforters featuring Hungarian mother white goose down (*down power 440 dp). Such high-quality furnishings in all guest rooms are uncommon in typical hotels.

Down are clearly ranked by the breed of waterfowl (goose or duck), breeding period, and climate of the breeding location, which affect their quality and function. Hungarian mother white goose is said to have quality near the top, and its value has further increased with the decline of its distribution volume worldwide.

The products of Fujishinkou Co., Ltd. that we have selected this time are completely guaranteed of quality and traceability as the materials are purchased directly in Hungary and washed at the company's factory with the bounteous water of Mt. Fuji. According to the Japan Down Product Cooperative Standards, down power* of 440 dp and above indicates the highest quality called the "Premium Gold Label", and the difference is obvious when you use it.



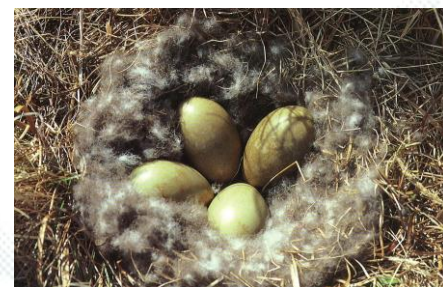
*Down power (dp) is the volume of feathers in a comforter, expressed as the volume per gram. The better the down is, the more volume and heat retention it has.

[The ultimate down comforter: Icelandic Eiderdown]

Furnished in SORANO HOTEL's highest-grade guest room, Sorano Suite

The eider duck that inhabit the rugged coastline to the north of Iceland are covered with exceptional down to maintain a high body temperature of about 40 degrees Celsius (104 degrees Fahrenheit) in the severe cold. The feathers have very long barbs with curled tips that intermingle to form large, fluffy down balls.

Eider ducks use their feathers to protect their eggs and chicks from the cold. When laying eggs, the mother birds pluck down from their own chests with their beaks and fill the nest with the down for heat insulation and retention. After the ducklings leave the nest, eiderdown – the king of down – is collected by hand from the nests.



In Iceland, depending on the weather, about 3,000 kilograms of eiderdown is collected annually. Collection from 60 to 80 nests amounts to one kilogram of down.

The strength and kindness of nature can be fully appreciated with this rare, spectacular, unparalleled eiderdown. The king of down – eiderdown, which has scarcity value and extraordinary quality will be furnished in SORANO HOTEL's highest-grade Sorano Suite.

About SORANO HOTEL

The hotel concept is Well-being – a wholesome experience to invigorate the mind and body. The SORANO HOTEL is scheduled to open on Tuesday, May 12, 2020 within Green Springs, the new urban subdivision currently in development in Tachikawa, Tokyo. All 81 guest rooms boast a size of at least 52 square meters and are furnished with a balcony and park view. Along with such spacious, high quality guest rooms is a 60-meter-long infinity pool on the top 11th floor that uses privately drilled hot spring water. The indoor spa – a hot bathing facility, nano-mist sauna offering a comfortable sauna experience, and gym studio that provides a new kind of personal training called “conditioning” are among the Well-being facilities available at the hotel.

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The photographs seen in this release can be downloaded from below.
http://pr8.work/1/SORANOHOTEL_PressRelease_20200122 (Valid until February 21 (Fri.), 2020) / Password: sorano)