

TENGA LAND is the Experience-Based ‘Love and Freedom Wonderland’ Concept Store



- TENGA Company's concept store 'TENGA LAND' will open at “Tokyu Plaza Harajuku Harakado” on Wednesday, April 17, 2024.
- The concept store will embody the TENGA Company's purpose of *‘Creating a World Where Life is Enriched with Pleasure.’*
- Customers will be able to purchase limited edition TENGA pleasure items.

Tokyo, Japan: TENGA Co., Ltd. is set to open a groundbreaking new concept store in the cultural hub of Harajuku on Wednesday, April 17, 2024. With its mission of *‘making sexuality something everyone can enjoy,’* the Japanese pleasure brand is well on its way with over 140 million units shipped in over 70 countries worldwide. From the iconic [TENGA EGG](#) to the [TENGA CUP](#), fans will be able to purchase all of TENGA's branded pleasure items, as well as a number of exclusive collaboration items from different people, events, fashion brands, companies, and places.

Interactive displays will furthermore present TENGA's multiple brands and projects from their femcare brand 'iroha,' their sexual health items from 'TENGA Healthcare,' and their fashion and merchandise collaboration items from 'TXA' (TENGA x Artists).

The store was created with the concept of a '*Love and Freedom Wonderland*,' and the store is a further example of TENGA's mission to make sexuality something anyone can enjoy, which covers not just all facets of sexual wellness, but also how people can interact and purchase from the brand.

TENGA LAND will offer an experience like no other, where its customers will be able to freely enjoy what they like, and feel liberated without any judgement. It is therefore no surprise that the concept store is located in Harajuku. The birthplace of new cultures and trends, Harajuku is a place where people from a variety of backgrounds can freely express themselves without being bound by nationality, gender, or fashion genre. It is a city full of charm with a mix of diverse personalities and has a history of creating movements between sex and culture.

A world where you would like to live

Eddie Marklew, Global Marketing Manager at TENGA says: "We can't wait to welcome the world to our innovative concept store. The name TENGA LAND was chosen as we felt it embodied the TENGA Company's mission of 'Bringing Sexuality to the Forefront for Everyone to Enjoy,' and we hope it becomes a place where our customers can enjoy all of our brands that celebrates everyone's individuality and pleasure, as well enjoy a number of the fun immersive experiences that will also be taking place. We want to dispel the negative images around sex and masturbation and change them into more positive ones. TENGA LAND will spread the message of TENGA to the city of Harajuku, and from Harajuku to the world."

Instagram: [@TENGA_Global](#)

X: [@TENGA_Global](#)

[TENGA LAND Images](#)

For more information or request for interviews,
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TENGA PROMOTIONAL NEWS

CALLING ALL UNIVERSITIES AND STUDENTS

The TENGA UNI is the next-generation pleasure product that is aiming to break the barriers of sexuality, and to help celebrate its launch, Japanese pleasure brand TENGA is giving away FREE TENGA UNIs to university events and gatherings around the world. The '**TENGA UNI University Tour**' aims to raise the awareness of the importance of pleasure for all, through a range of sponsorship activities ranging from sample packs to tailored games, prizes, and freebies. Any student or student union can apply by filling out a simple entry form at: https://www.tenga.co/campaign/tenga_uni_university_tour/ and help remove the stigma around pleasure, whatever your gender!

TENGA has long had the vision of "Creating happiness by enriching the sexual lives of people around the world." From 2007, TENGA has expanded its business globally, beginning with neighboring Asian countries and then expanding to the United States and Europe, offering more than 200 products and satisfying the various needs of our customers.

The company sells its products in 73 countries around the world, together with iroha, a brand specializing in women's self-care and pleasure products, and TENGA Healthcare (THC), a brand with the aim of creating a society free of sexual concerns and issues.

In 2023, TENGA achieved a significant milestone by surpassing 10 billion yen in worldwide sales in a single year. In 2022, the company opened able! FACTORY, an employment support facility actively involved in aiding individuals with disabilities, so they may focus on the joy of making. As part of its diverse business activities, TENGA adopted the purpose of realizing a world where life is enriched with pleasure, continuing to operate as a company that supports all aspects of life, for the happiness of everyone around the world.

[TENGA Corporate Site](#)