

Apple Closes Last Watch Pop-Up Store

Written by Marco Attard
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Apple aficionados have until 13 May 2018 to check out the last pop-up store dedicated to the Apple Watch-- the shop found in the Isetan department store in Shinjuku, Tokyo.



The Tokyo pop-up was opened to inaugurate the 2015 launch of the smartwatch. It was one of three such pop-ups dedicated to the Watch, and following the closure of the Paris and London stores, is the one that survived the longest. Admittedly by now it is on borrowed time, since Apple opened a proper Store in Shinjuku, just across Isetan, earlier in April 2018.

The other two Apple Watch shops were located in Galeries Lafayette, Paris and Selfridges, London. Both were closed in early 2017, and were the only locations where one could buy the original, 18 karat gold Apple Watch Edition. They also involved some impressive window displays, as detailed in [this Storeteller photo essay](#).

The Isetan Apple Watch shop features a unique all-black interior, with display tables seemingly floating in space. Until the closure it is also selling Apple products for (relatively) cheap, with a fire sale slashing the price of remaining Watch Edition inventory to \$700, down from the initial \$10000.

Go [Apple Watch Store Closure Sign \(Shotaro Akiba on Twitter\)](#)

Watch [Apple Watch Store at Isetan Shinjuku](#)