
FUJIYA and MIMARU introduce Japan's "Shichi-Go-San" tradition to families

— Celebrate your child's growth on your travels with a special kimono photo experience and create lasting family memories —

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*Shichi-Go-San: a traditional Japanese celebration for children aged 3, 5, and 7

APARTMENT HOTEL MIMARU, in collaboration with **FUJIYA CO., LTD.**, a beloved Japanese confectionery brand celebrating its 115th anniversary, is launching a special project to introduce the traditional Japanese celebration "**Shichi-Go-San**"—a festival that honors children's growth and strengthens family bonds—to families from around the world.

Shichi-Go-San is a cherished Japanese tradition where families celebrate their children's healthy growth and capture the moment in beautiful photos. It is customary for children to dress in kimono and hold Chitose Ame (a longevity candy symbolizing a "thousand-year" wish for long life) for commemorative photos, which are then shared with relatives or sent with New Year's cards. This tradition has been passed down through generations, creating treasured memories that bring families and relatives together in celebration of a child's growth.

In this special collaboration, MIMARU offers an AR photo frame where families can take pictures in traditional kimono style, as well as a photo spot inside the hotel featuring Fujiya's mascot, Peko-chan.

For many Japanese people, the kimono is worn only on special occasions such as Shichi-Go-San or Coming of Age Day, making this a rare and meaningful cultural experience for visiting families, too.

By experiencing Japanese culture during your stay and sharing those joyful moments on social media or with loved ones back home, you can feel closer to family—even across the distance—and create deeper bonds through travel memories.

■Fujiya Peko-Chan × MIMARU

Overview of the *“Shichi-Go-San Experience – Celebrating Children’s Growth in Japan”* for Visiting Families

1. Transform into Kimono Style! “Peko-chan & Poko-chan × Shichi-Go-San AR Photo Frame”

MIMARU and Fujiya are sharing a special **“Peko-chan & Poko-chan × Shichi-Go-San Photo Frame”** on their official social media accounts, available for everyone to enjoy.

With just your smartphone, you can easily transform into kimono style and take fun, unique photos.

Share your photos with grandparents, relatives, and friends overseas to introduce them to Japan's Shichi-Go-San tradition, or post them with hashtags to spread the beauty of Japanese culture around the world.

#shichigosan #fujiya



Examples of AR photo frame

AR Photo Frame URL (Smartphone Only)

https://palanar.app/v2/ar_contents/753



2. Capture a Memory with Peko-chan! “Shichi-Go-San Photo Spot”

A special Shichi-Go-San photo panel featuring Peko-chan dressed in traditional attire will be available at three MIMARU locations in Tokyo, Kyoto, and Osaka.

Inside these locations, guests can also learn about the history and customs of Shichi-Go-San, and children will receive Fujiya’s “Chitose Ame”—a traditional candy that symbolizes long life and happiness.



◆ “Chitose Ame” (Red / White)

We offer the traditional Shichi-Go-San candy, “Chitose Ame”, in both red and white varieties, each wrapped in a charming design featuring Peko-Chan in three beautiful kimono styles.

Made with condensed milk and fresh cream, these candies have the same rich, milky flavor as Fujiya’s long-selling favorite, “Milky.”

• Event Period: November 5 (Wed) – November 16 (Sun)

• Participating Locations:

MIMARU Tokyo Station East

1-12-8 Hatchobori, Chuo-ku, Tokyo

<https://mimaruhotels.com/hotel/tokyo-station-east/>

MIMARU Kyoto Kawaramachi Gojo

17-1 Hirai-cho, Gojo-sagaru, Nishitakasegawa-suji, Shimogyo-ku, Kyoto

<https://mimaruhotels.com/hotel/kawaramachi-gojo/>

MIMARU Osaka Namba North

1-2-10 Minamihorie, Nishi-ku, Osaka

<https://mimaruhotels.com/hotel/namba-north/>



MIMARU Tokyo Station East



MIMARU Kyoto Kawaramachi Gojo



MIMARU Osaka Namba North

About Cosmos Hotel Management (Head Office: Minato-ku, Tokyo / President: Hideki Fujioka)

Cosmos Hotel Management operates **MIMARU**, an apartment hotel designed for families and friends to enjoy staying together. More than just a place to sleep, MIMARU offers spacious rooms starting from about 40m², each equipped with a kitchen and living-dining area. Here, you can relax, share meals, and spend quality time together—just like living at home.

Supporting your journey are our multilingual staff members from around the world, all passionate about Japan. Acting as your reliable “friends in Japan,” they are here to listen to your wishes, provide warm support, and help create a trip filled with unforgettable memories.

At MIMARU, our brand message is **“Unwinding time. Endearing ties.”** By making MIMARU your home base, we hope your bonds with the people you travel with, the connections you make along the way, and your relationship with each destination city will all grow closer and deeper.

Sustainability: Connecting People, Society, and the Future with Joy

At MIMARU, sustainability is pursued through three key themes: diversity in people and work styles, connections with guests and local communities, and care for the environment. By nurturing these values, the goal is to create a joyful chain that extends from guests to the community, from the community to the world, and onward to the future—contributing step by step toward the achievement of the SDGs.

MIMARU Official HP: <https://mimaruhotels.com/>

Sustainability at MIMARU: <https://mimaruhotels.com/sustainability/>



For inquiries about this information

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