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Niseko, Hokkaido, Japan

# Uchi swaps luxury property shorts for an eight-part romantic comedy




*I Love Niseko* stars Singaporean personality Anna En alongside Uchi founder Chris Pickering and launches on 13 November

Rather than making a montage of stunning rooms, mountain views and tasteful furniture, Japanese property and media company Uchi has made a romantic comedy.

The series stars Singaporean personality Anna En and Uchi founder Chris Pickering as two strangers exploring Niseko together. They visit homes, restaurants and onsen, meet local characters and stumble through the snow. Along the way, they begin to fall in love with the place, and perhaps with each other.

“What surprised me most was just how magical the snow and the landscape are. I’ve never seen anything quite like it. The hospitality from the local community was also incredibly warm. It really made the whole experience feel special,” says Anna.

She adds: “It’s a story about connection and adventure, set against a stunning backdrop. Even though Singapore doesn’t have snow, the themes of friendship, overcoming challenges, and finding joy are universal.”

For Chris, a long-time Niseko resident, the project explores why somewhere first visited on holiday can gradually become home. The story moves from food and cocktails to family memories and building a life beneath Mount Yotei.

Beautiful properties appear throughout the series, but they form part of a wider portrait of Niseko: its community, its landscape and the lives being lived there.

“We know how to make properties look beautiful,” says Chris Pickering, founder and CEO of Uchi. “But people do not fall in love with floor plans. They fall in love with a place, a life and the possibility of belonging there. That is what this film is about.”

*I Love Niseko* was created and directed by filmmaker Damien Sung, Uchi’s creative director. His previous work includes films with Prince, Michael Jackson and Usher, alongside documentaries and factual programming for the BBC.

“We wanted to make a property film with a pulse,” says creator and director Damien Sung. “So I asked Chris to write a genuine love letter to Niseko. That became the heart of the story. Then Anna arrived with her passion and energy, and we had a romantic comedy.”

*I Love Niseko* launches on Friday 13 November 2026, with eight episodes released on Uchi’s YouTube channel and website through to the end of the year.

The official trailer for *I Love Niseko* is available now and can be embedded and shared freely.

**Watch the trailer** **Follow the series** **Download press stills**

Private preview episodes, interviews and behind-the-scenes materials are available on request.

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# Private episode previews

The first three episodes are available to journalists as a private advance preview.

> **For review only**
>
> These links and episodes are supplied for review purposes only. Please do not share or forward the links, embed the episodes, reproduce footage or publish screenshots.

## 01 Episode one

Embargoed until 09:00 GMT, Friday 13 November 2026

Watch private preview

## 02 Episode two

Embargoed until 09:00 GMT, Friday 20 November 2026

Watch private preview

## 03 Episode three

Embargoed until 09:00 GMT, Friday 27 November 2026

Watch private preview

## About Uchi

Uchi is a property and media company founded in Niseko, Japan. It combines property platforms, independent market intelligence and original filmmaking to help people discover places they love and understand what it means to own a home there.

The group brings together Uchi Japan's property portal, Uchi Insights' research and analysis, and Uchi Media's films and creative campaigns. Uchi Snow is extending that approach to mountain destinations worldwide.

Rooted in resort life, Uchi connects the practicalities of buying property with the people and experiences that make somewhere feel like home.



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