



Section L Opens in Hatagaya, the Side of Shibuya Most Travelers Never Get to See

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28-key apartment hotel introduces premium family and work-focused suites to their apartment-style room selection, local City Gems and guide, and a live artist residency inspired by Hatagaya's retro character.

Section L today announced the opening of Section L Shibuya Hatagaya, a new 28-room apartment hotel located in one of Tokyo's most creative and under-the-radar neighbourhoods.

Located just minutes from Shinjuku and Shibuya, Hatagaya offers travellers a different perspective on Tokyo, one defined by independent cafés, vintage stores, record shops, neighborhood bars and a strong sense of local community. The property has been designed for guests seeking apartment-style comfort, local immersion and easy access to the city's major hubs without staying in the crowds.

"Hatagaya is the kind of neighborhood travellers discover by accident and then tell all their friends about," said Howard Ho, CEO, Section L. "With Section L Shibuya Hatagaya, we wanted to create a stay that reflects the character of the area itself, creative, welcoming, independent and full of hidden gems."

Designed Around How People Travel Today

The property features 28 fully equipped apartment-style accommodations, each offering more space and flexibility than a traditional hotel room. Guests benefit from kitchen facilities, in-room laundry and thoughtfully designed living spaces that support both short and extended stays.

Among the accommodation offering are two premium suites designed around emerging traveller needs:

- A spacious family and friends suite designed for groups seeking a shared home base while exploring Tokyo.
- A dedicated Work Suite featuring a fully equipped plug-and-play office environment for remote workers, business travellers and digital nomads who need a productive space without compromising on space or comfort.

The larger-format rooms reinforce Section L's commitment to providing guests with the space to live, work and experience Tokyo on their own terms.

Bringing Hatagaya's Character Indoors

The design of Section L Shibuya Hatagaya draws inspiration directly from the neighborhood itself. The property's colour palette and visual identity reflect Hatagaya's blend of vintage charm, creative energy and everyday local life.

To celebrate the opening, Section L will host Tokyo-based illustrator Fern Choonet for a live painting residency during opening week. Originally from Bangkok and now based in Tokyo, Fern is known for her vibrant illustrations that combine colour, pattern and storytelling to create uplifting, lifestyle-inspired artworks. During the residency, Fern will create an original artwork inspired by Hatagaya's creative energy, vintage character and local culture. The piece will be painted live on-site, allowing guests and local residents to witness the creative process as it unfolds with the finished piece becoming part of the property's story and serve as a lasting connection between the neighborhood and the guest experience.

Explore Through City Gems

As part of Section L's ongoing City Gems initiative, guests will receive curated neighborhood recommendations created to help them experience Hatagaya like a local.

Rather than focusing on major tourist attractions, City Gems highlights the independent businesses, hidden corners and local favorites that define the area's personality; from record stores and specialty coffee shops to bowling alleys, craft beer bars and neighborhood institutions.

The initiative reflects the Section L philosophy of Hotels Without Strangers, creating connections between guests and the neighborhoods around them through authentic local recommendations, community stories and experiences that reveal a more personal side of Tokyo.

A Different Side of Shibuya

Section L Shibuya Hatagaya is positioned for travellers who have already seen Tokyo's famous landmarks and are looking for something more authentic. The property combines the calm of a residential neighbourhood with rapid access to central Tokyo, offering guests a base that feels connected, local and distinctly different.

The opening expands Section L's growing portfolio of apartment hotels and residences across Tokyo and further strengthens the brand's mission of creating neighborhood-led stays for modern travellers.

About Section L

Section L is a Tokyo-based hospitality brand offering apartment hotels and residences across the city's most characterful neighbourhoods. Guided by its philosophy of Hotels Without Strangers, Section L combines the comfort of apartment living with the reliability of a hotel stay, helping guests connect more deeply with the places they visit. With thoughtfully designed spaces, local neighbourhood recommendations and flexible stays, Section L invites travellers to experience Tokyo beyond the tourist trail.

Section L currently operates 14 properties across Tokyo and continues to expand its footprint through strategic real estate and hospitality partnerships.

For more information, visit Section L www.section-l.co