

TASAKI

May 18th, 2020

TASAKI joins the LIGHT IT BLUE campaign

TASAKI joins the LIGHT IT BLUE campaign to express the deep appreciation to all medical staff who have and are continuing to care for others during the COVID-19 pandemic, by illuminating TASAKI's flagship stores in Japan and the U.K.

TASAKI Ginza Flagship Store (5-7-5 Ginza, Chuo-ku, Tokyo, Japan) and TASAKI London New Bond Street (170 New Bond Street, London W1S4RB, United Kingdom).

The LIGHT IT BLUE campaign is part of the MAKE IT BLUE project, which expresses a deep appreciation to all medical front line staff, by illuminating landmarks in blue – a colour that symbolises medical professionals and institutions.

The LIGHT IT BLUE campaign began in the U.K, and has now expanded to other countries worldwide, with the same respectful intentions. As a result, a similar illumination project supported by Japan's local governments, and the MAKE IT BLUE team in Japan, TASAKI will illuminate the TASAKI Ginza Flagship Store facade every night from May 14th (Thu), and TASAKI London New Bond Street will follow from May 15th (Fri).

By joining this campaign and illuminating TASAKI Ginza Flagship Store and TASAKI London New Bond Street in blue, TASAKI expresses its deep appreciation to all the brave medical front line who work with highest ethical standards, risking their own health to care for others during the COVID-19 pandemic.



TASAKI Ginza Flagship Store
Photo Credit: TASAKI



TASAKI London New Bond Street
Photo Credit: Nicholas Harvey

illuminated in blue for "LIGHT IT BLUE" campaign

About MAKE IT BLUE

The Light It Blue and Make It Blue campaigns have been organized by the events and entertainment industry, to salute the brave medical experts risking their own health to care for others during the COVID-19 pandemic.

Light It Blue campaign is one expression within the Make It Blue campaigns. The campaign started in London on March 26th to express the deep appreciation to medical front line staff, by lighting up landmarks in blue – a colour that symbolises medical professionals and institutions – every Thursday night. This campaign has become a global movement, and now many European countries, the U.S., and Asian countries are following by illuminating blue landmarks and posting messages of appreciation. URL: (UK) <https://nhsmakeitblue.org>



MAKE IT BLUE campaign logo