

# New York Report

## September, 2025

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\* Project 1: Loaf on Paper

## 1. Loaf on Paper

### Project Overview

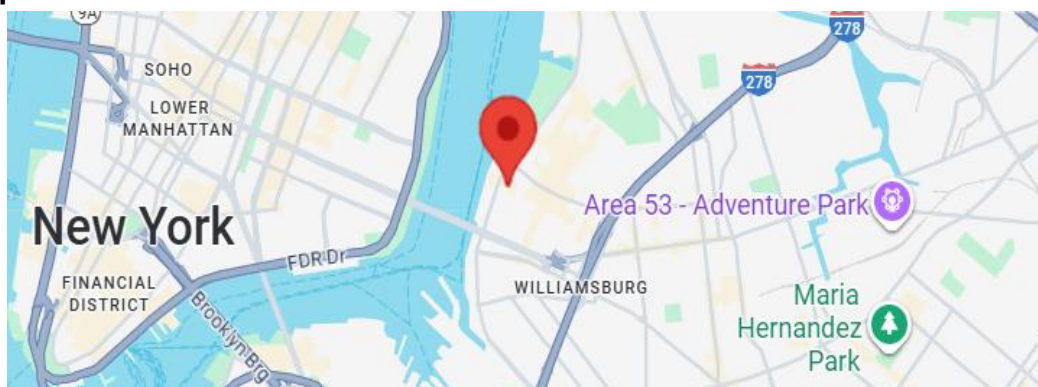
In recent years, amid the growing matcha craze and heightened interest in Japanese-made goods and apparel, Brooklyn has emerged as one of the epicenters of this trend. Along Grand Street in the rapidly developing Williamsburg neighborhood, new spots showcasing Japanese charm are opening one after another. Loaf on Paper, which opened in 2024, is a Japanese specialty store that blends a café with stationery, quickly generating buzz. Owner Siming, who also runs the popular niconeco zakkaya in the East Village—known for its niche Japanese offerings—considers this her long-awaited second location. Natural light floods the space through large windows, creating a serene atmosphere with a clean, white-based design harmoniously complemented by wooden furniture. The front section serves as a café where visitors can enjoy sweets infused with Japanese flavors such as matcha lattes and black sesame pound cake, while the back features Japanese paper goods, stationery, and popular cat-themed items, resulting in a simple yet warm space. The interior design blends Nordic lightness with Japanese minimalist aesthetics: wooden bookshelves and display stands line the walls, and the thoughtful use of negative space creates a calm, comfortable environment.

Also on Grand Street is Pilgrim Surf + Supply, a lifestyle shop rooted in surf culture. Beyond apparel and surf gear, it has built a close partnership with Japanese select shop BEAMS, drawing attention as a bridge between New York and Tokyo.

### Project Details

1. Loaf on Paper
2. Retail/Cafe
3. Open Date: June 30<sup>th</sup>, 2025
3. Location: 64 Grand St, Brooklyn, NY 11249
4. Target Customer: All
6. Website: <https://www.instagram.com/loafonpaper/ny/?hl=en>

### Location Map





Loaf on Paper draws attention with its playful cat illustration.





The store interior, bathed in natural light streaming through the skylight.



Behind the barista counter, a transom window imported from Japan is on display.







A café area illuminated by large paper lanterns reminiscent of traditional Japanese designs.



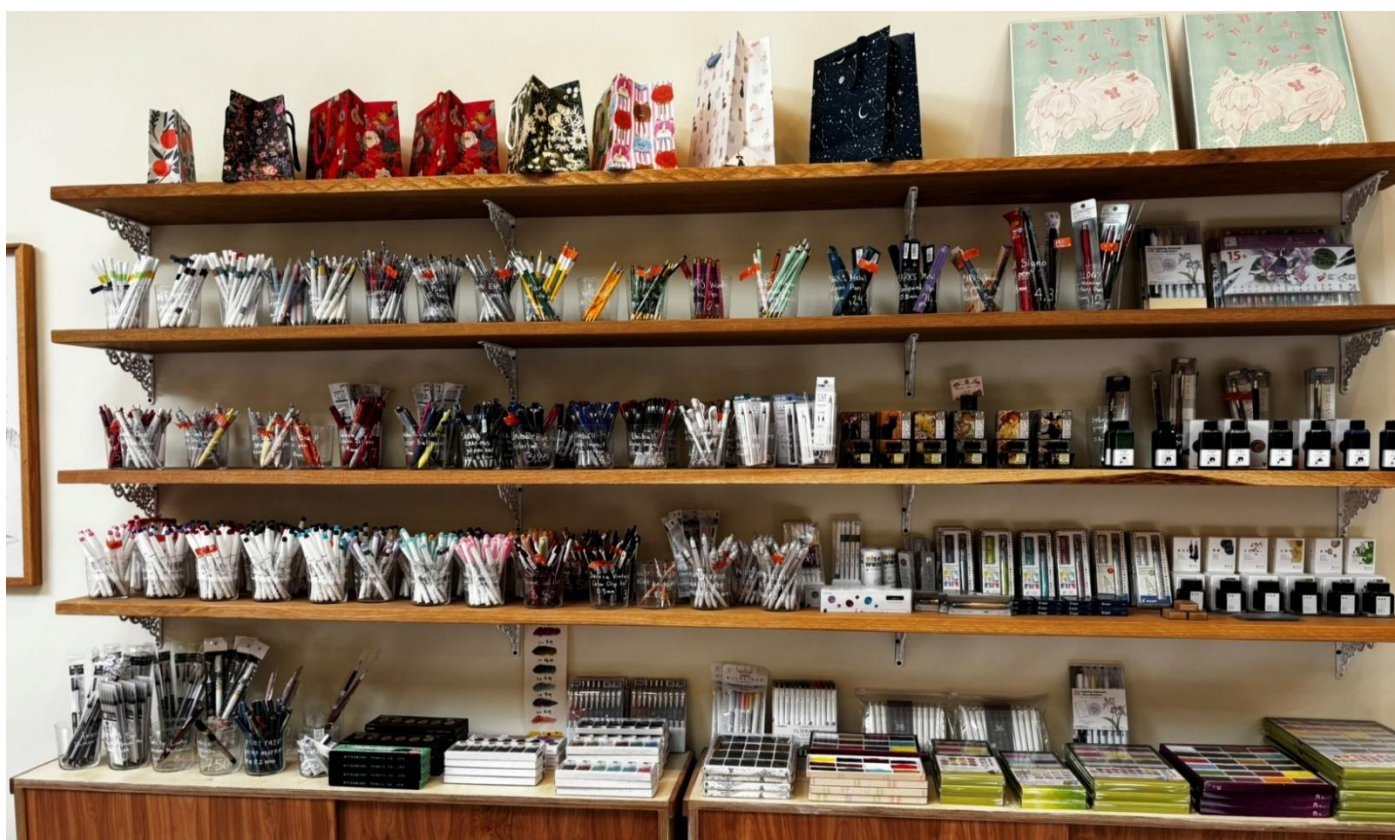


The back room houses the Japanese stationery and lifestyle goods section, offering an extensive selection.





A space that evokes a calm atmosphere through the use of wooden furniture.



The store also carries a wide selection of Japanese-made writing instruments, highly regarded and widely loved.





Popular Postcard & Sticker Section





Birthday cards, as well as stamps—which are considered a novelty item for Americans—are on display.

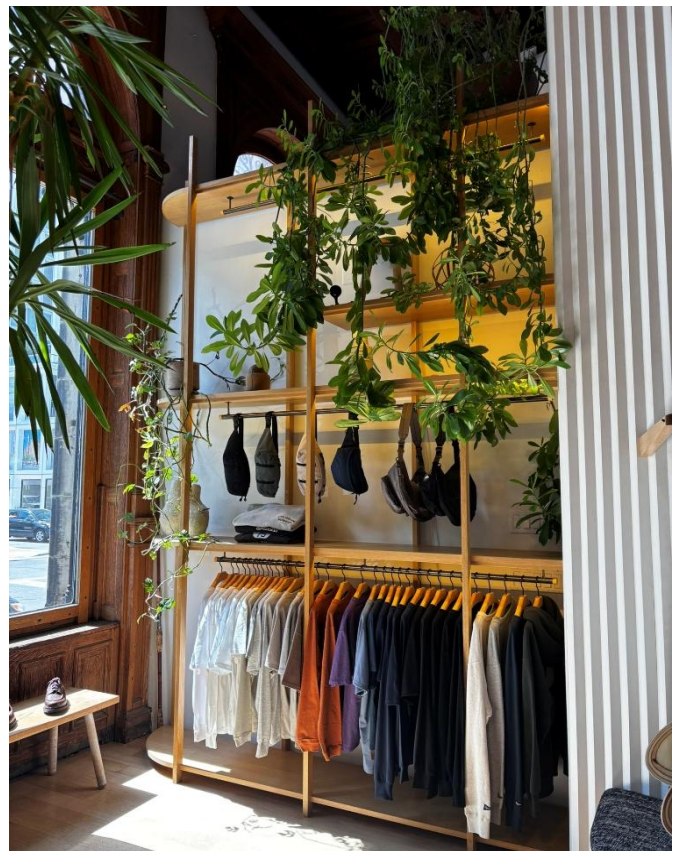


Japanese tableware is a category the store plans to expand in the future.





Pilgrim Surf + Supply, a surf shop on Grand Street located next to Loaf on Paper.



A popular destination for surfers, offering authentic gear and stylish apparel.





The surfboard lineup is also well-stocked



Enjoy shopping at a leisurely pace that feels quintessentially Brooklyn.