Crea Life Partners Inc.

Company Description

Crea Life Partners Inc. is an independent financial advisory (IFA) firm established in July 2012, with its headquarters located in Shinjuku, Tokyo. Guided by its corporate philosophy, "Creating the Power to Survive Together," the company is dedicated to walking alongside every individual it encounters, providing them with the structural mechanisms and diverse options needed to navigate the future. Through these efforts, the firm aims to co-create a wealthier and more fulfilling future, ultimately delivering genuine satisfaction and peace of mind to its clients.

The company's core business areas span a wide and diverse range, centered heavily around asset management consulting and comprehensive life money planning for both individual and corporate clients. Leveraging its position as an independent advisor unaligned with any specific financial institution, Crea Life Partners designs and proposes optimal asset portfolios customized to each client's unique needs and long-term goals. These solutions incorporate various avenues, such as stock investments, real estate investments, life insurance, and non-life insurance. Crucially, the company holds multiple professional licenses, including Financial Instruments Brokerage, Real Estate Brokerage, and Rental Housing Management. This allows them to offer seamless, one-stop support that ranges from property selection to ongoing management, which represents a major competitive advantage in the market.

Beyond conventional financial advisory services, Crea Life Partners stands out for its innovative and pioneering ventures into alternative asset classes. The company operates "Whisky Cask Ownership," Japan's very first platform allowing individuals to own and invest in authentic Scottish whisky casks. To complement this, they manage "Dear Whisky," a comprehensive media platform that aggregates information on distilleries and bottles worldwide, successfully promoting whisky as a viable alternative investment strategy. Additionally, they operate "BAR FIVE Arrows," a dining bar located in Nishi-Shinjuku, which serves as a physical touchpoint to foster deeper relationships with clients and the local community.

Furthermore, the company hosts educational events such as "Live Up Station," a seminar series featuring prominent guest speakers who share knowledge to help attendees cultivate their "surviving power." They also run "JINJI Lounge," an exclusive community for human resource professionals to share industry insights, and provide career transition support through their licensed recruitment services. As of July 2025, the firm employs 87 personnel (including both full-time and non-regular staff). With numerous registered trademarks such as "Money Puzzle" and "Hybrid Planning," Crea Life Partners continues to drive forward as a highly innovative organization built on unique methodologies and trusted branding.

Company Details

Head Office
Japan

Main Business
資産運用コンサルティング（独立系ファイナンシャルアドバイザー〈IFA〉業務：株式投資、生命保険・損害保険のアドバイザリーおよび代理店業務）/ 不動産事業（不動産投資コンサルティング、宅地建物取引業、賃貸住宅管理業）/ ウイスキー関連事業（日本初の個人向けウイスキー樽投資プラットフォーム「Whisky Cask Ownership」の運営、ウイスキー情報総合メディア「Dear Whisky」の運営、ウイスキーセミナーの開催）/ 飲食事業（西新宿のダイニングバー「BAR FIVE Arrows」の運営）/ 人材・コミュニティ事業（有料職業紹介事業〈転職支援〉、セミナー・イベント「Live Up Station」「JINJI Lounge」等の企画・運営）

President
工藤 将太郎

Established
2012年

Number of Employees
51 - 100

URL
https://crea-lp.com/company/

Offices

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1-25-1 Nishi-Shinjuku, Shinjuku-ku
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