

# Area

Shop Development around  
Department Stores





# From “Dots” to “Areas” — Creating the Appeal of the Area as a Whole

From “dots” to “areas” —

J. Front Retailing operates cutting-edge shops around its department stores to revitalize the whole area, as well as making the stores themselves attractive.

Daimaru Kobe store initiated these efforts in 1988. At that time, Motomachi, where Daimaru Kobe store is located, was relatively losing vitality because the center of transportation and business of Kobe area was shifted to Sannomiya. It was urgent to create the appeal of the store to attract people. The development began with Daimaru’s own buildings, but they were not enough to revitalize the area. Therefore, Daimaru actively invited brand shops to open their branches in other buildings in the Former Foreign Settlement of Kobe to draw more customers throughout the area.

In April 2013, Hermès shop was moved from the second luxury brand floor of Kobe store to Former

Foreign Settlement Bldg. 38 adjacent to the store. The new shop is a maisonette with 1.5 times larger floor area. Home collection was newly added to their lineup and it reopened as a flagship shop with one of the biggest product offerings in Japan.

Now we operate 65 various unique brands and shops (as of May 2013) using the familiar but new appearance of historical modern Western-style architecture including “Former Foreign Settlement Bldg. 38” and “Block 30,” which bring new life to the history of the city.

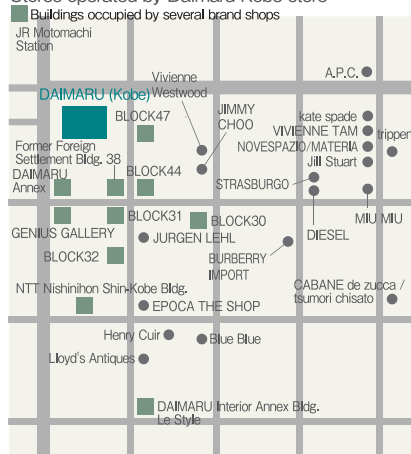
Such know-how is also applied to other stores.

Daimaru Shinsaibashi store has been working with Shinsaibashi Shopping Arcade to create the prosperity of the area. However, amid changes in the environment surrounding the stores nearby and generational changes of their landlords beginning around 2003, some old stores have chosen to withdraw from the business. With a sense of crisis

that the shopping area will not only lose vigor but also damage the fashionable image of Shinsaibashi if the situation is left as it is, Daimaru Shinsaibashi store launched the development of shops around itself by adopting the method of Kobe store. Since stand-alone shops enable bold shop design and environment, which are subject to certain restraints within a department store, it attracted high-profile shops one after another and now operates 23 brands and shops (as of May 2013).

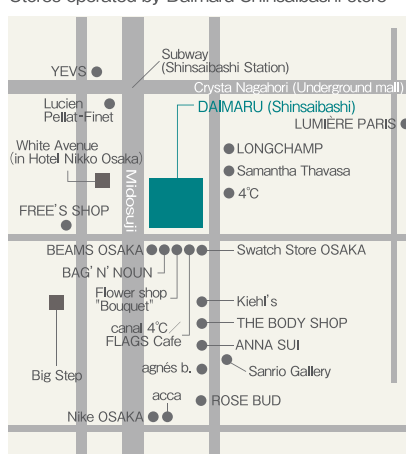
For the purpose of revitalizing Shijo Karasuma area as much as Shijo Kawaramachi, a high commercial accumulation district, Daimaru Kyoto store has also developed shops around itself starting with Louis Vuitton Store, which opened as the first shop in 2004, and now operates 11 brands and shops (as of May 2013) ranging from fashion brand shops to an aesthetic salon to enhance the appeal of the whole area.

Stores operated by Daimaru Kobe store



GENIUS GALLERY

Stores operated by Daimaru Shinsaibashi store



FREE'S SHOP

Stores operated by Daimaru Kyoto store



EMPORIO ARMANI