



HERMÈS

HERMÈS

452
REGENT STREET

From “Dots” to “Areas” — Increase the Appeal of the Area with Department Stores as a Core

From “dots” to “areas” —

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

Shop development in the Former Foreign Settlement of Kobe

Daimaru Kobe store initiated these efforts in 1987. At that time, Motomachi, where Daimaru Kobe store is located, was relatively losing vitality because the center of transportation and business of the 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 to draw more customers to the whole area. Now we operate 66 various unique brands and shops (as of the

last day of May 2015) 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 streets.

Such know-how is also applied to other stores.

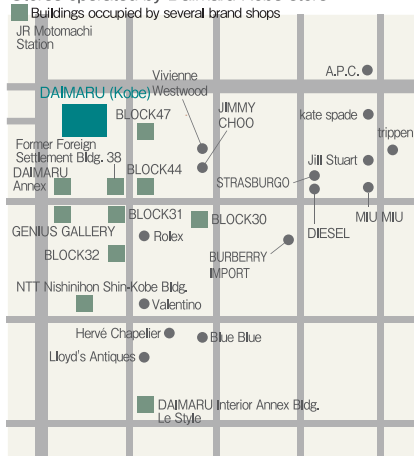
Daimaru Shinsaibashi store has been working with Shinsaibashi Shopping Arcade to create the prosperity of the area. However, amid changes in the environment surrounding the stores nearby and generational changes of their landlords beginning around 2003, some old stores have chosen to withdraw from the business. With a sense of crisis that the shopping area would not only lose vigor but also damage the fashionable image of Shinsaibashi if the situation was left as it was, 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 the last day of May 2015).

For the purpose of revitalizing the 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 totaling 11 brands and shops (as of the last day of May 2015) ranging from fashion brand shops to an aesthetic salon. And in June 2014, Tokyu Hands was opened. These developments contribute to attracting new crowds to the area.

We would like to use the know-how cultivated through the development of shops in the surroundings of Kobe, Shinsaibashi and Kyoto stores for the “establishment of a business model for growth along with local communities,” which we will develop to a group-wide level.

Stores operated by Daimaru Kobe store



GENIUS GALLERY

Stores operated by Daimaru Shinsaibashi store

