

News Release

**Daimaru Shinsaibashi Store, boasting approx. 300 years in business,
to be rebuilt for the first time in 86 years**

**Grand Opening of the “Main Building of the Daimaru Shinsaibashi Store”
that Will Become a “New Landmark in Osaka” on Sept. 20, 2019
— Delight the World as “Shinsaibashi, Adored by the World” —**

Daimaru Matsuzakaya Department Stores will hold a grand opening of the “main building of the Daimaru Shinsaibashi store” in Shinsaibashi, Osaka on Friday, September 20, 2019.

The Daimaru Shinsaibashi store will be reborn as the latest trendy venue with a total of 370 distinctive stores* including first-time openings in Kansai and new types of shops, which will serve as a landmark in the Shinsaibashi area. *As of June 11, 2019



The “Daimaru Shinsaibashi store,” boasting approximately 300 years in business in “Shinsaibashi,” will evolve looking out at the world and toward the future.

Grand opening scheduled this autumn after a rebuilding of the main building for the first time in 86 years.

“Shinsaibashi” is a world-class retail area with characteristic city blocks that include bustling Shinsaibashisuji Shopping Arcade, situated along the 44-meter-wide Midosuji Street that is visited by more than some 150,000 pedestrians on weekends, America-Mura (American Village), Minamisenba, and Horie. The Daimaru Shinsaibashi store, which has a history of conducting business spanning almost 300 years since first opening the store in this town, has decided to hold a grand opening of the “main building of the Daimaru Shinsaibashi store,” currently undergoing reconstruction, as a “**department store that evolves looking out at the world and toward the future**” on Friday, September 20, 2019.

<For media inquiries on coverage and/or publication, contact:>
PR Office, Daimaru Osaka Shinsaibashi Store (located at Vector)
Contact persons: Takefu, Nakano, Yamanaka, Matsumoto, Kage, or Miura
Phone: 03-5572-6316 in Kanto / 06-6225-7781 in Kansai
Email: daimaru_pr@vectorinc.co.jp

Through this project we have realized an innovative “new department store model” in all respects including a product mix, design, and the environment that shows the future direction of department stores. While aiming to further increase the strengths of the Shinsaibashi store such as many affluent customers and the ability to attract most inbound tourists in Japan, we have strived to “create additional value that can be provided only by a real store” including new services and experiences.

Project overview

This project will serve as the start of a multiplex development that will continue through 2021, with a three-facility structure that will consist of the main building (basement level 2 through level 10 above ground), the north wing (Parco: basement level 2 through level 7 above ground; specialty mall: levels 8 through 14 above ground), and the south wing. A structure will be built on the upper part along Daihoji Street that connects the main building with the north wing so that the floors in both, from level 2 through 10, will be connected to create a united structure.

Philosophies: 5 values to be offered

Going back to basics, that is, what values the Daimaru Shinsaibashi store should offer, we discussed repeatedly the significance of department stores and the course to be taken with leaders in various fields. As a result, we have developed the philosophies as basics on which all people involved in the Shinsaibashi store will rely.

Philosophies: 5 values to be offered	
1	Reach the highest level of locality and provide globally
2	Produce a dramatic world view so that customers will become media
3	Offer highly authentic products with discerning ability regardless of whether they are well known or unknown
4	Foster “next generation arts and crafts” that find beauty in life and harmonize things and people
5	Aim to improve and restore civic pride with the local community

Concept for the “main building of the Daimaru Shinsaibashi store”

Delight the World as “Shinsaibashi, Adored by the World.”

We are aiming to make “the main building of the Daimaru Shinsaibashi store” a “stage for stories” for all people who visit and to offer them surprises, discoveries, excitement, and premonitions that may only be encountered here by making it a site that can offer visitors days that have story-like qualities.

“Evolved department store” accepted by the next generation and the world

We have overhauled the transaction mix, which is comprised of “purchase on no return basis (*kaitori*)”, “purchase recorded when sold (*shoka shiire*)”, and fixed-term lease, and optimized the balance among them. By doing this, it will be possible to have floor designs that strongly reflect the world view of the brand or to set up many special types of shops that provide distinctive services and experiences. Using this approach, we have developed a system that enables us to provide the services that customers expect of department stores regardless of transaction form.

Characteristics of the composition of floors and shops

On the floors that realize the “five philosophies,” we will open **a total of 370 shops including 37 Kansai’s first shops and 50 shops in new formats***. On the 1st and 2nd basement floors and the 10th floor, we will sell food or operate restaurants, and on the 1st through 6th floors, we will chiefly sell goods. The 9th floor will have an “inbound center” for foreign customers. In addition, we will install a terrace on the 7th floor to offer a place for visitors to relax as an oasis lush with green in the heart of the city.

*As of June 11, 2019



1F: Mirrored ceiling



1F: Daihoji Street



B2: Food hall



7F: Terrace

	Floor zone	Floor concept
10F	Restaurants	<u>Floor that disseminates Japanese food culture to the world</u> Offering various types of meals that have advanced through Japanese tastes as well as traditional Japanese cuisine.
9F	Entertainment	<u>Floor that disseminates “genuine Japan” to the world through goods and experiences</u> Creating a venue for families to spend time experiencing and learning.
8F	Lifestyle	<u>Floor where tips for future living in Japan can be found</u> Showing excellence of Japanese tradition and manufacturing with modern sensitivity. Also functioning as incubation to discover designers.
7F	Shinsaibashi Terrace (tentative)	<u>Shinsaibashi Terrace (tentative)</u> Creating an oasis in the entire Shinsaibashi area that realizes comfort by drawing the terrace environment into the floor. Space where busy women are released from stress and polish their beauty.
6F	Fashion	<u>Floor where visitors can experience art and craftsmanship</u> Conveying manufacturing process and its background for adults who long for “creative” sensitivity and authenticity.
5F	Fashion	<u>Floor that provides high quality lifestyles valuing individuality and spontaneity</u> Conveying the values of designers through accessories and hospitality at the workshops to be held here.
4F	Fashion	<u>Floor that provides the world’s latest fashion culture</u> Showing the joy of fashion through creative brands’ view of the world and expression of culture.
3F	Luxury fashion / shoes	<u>Floor where visitors can experience the appeals of the world’s hottest contemporary designers</u> This floor is exactly like a catwalk with a selection of the hottest items and visitors can experience the world’s hottest contemporary designers’ view of the world.
2F	Luxury fashion / fine jewelry	<u>Floor where the tradition and present of world-class luxury brands can be experienced</u> Visitors can experience the tradition and present of world-class luxury brands that thoroughly focus on their store environments.
1F	Cosmetics / fashion jewelry	<u>Space of overwhelming beauty</u> Creating an environment where restored Vories designs and the ultra-modern mirrored ceiling create fresh impressions. Space of overwhelming beauty where visitors can take a leading role.
B1	Food / women’s accessories	<u>Depachika, or department store’s basement food floor, with a selection of new products not available elsewhere</u> A lineup of shops in new formats and new products not available elsewhere. Appealing <i>depachika</i> that vividly conveys the tradition and culture of Japanese food.
B2	Shinsaibashi Food Hall	<u>Live kitchen that stimulates the five senses</u> Department store-quality food hall that incorporates the latest environment in NY, offers beverages recommended by sommeliers and sake masters, and thoroughly focuses on its operations and food offerings.

Special space that merges architecture with historical value and the latest design and art

Reproducing Vories' architectural masterpieces with the latest technologies

William Merrel Vories left a huge mark in modern Japanese architecture. In this reconstruction project of the main building, the parts from the former main building which are a symbol of the area and have historical value have been reused where possible, and the parts that are difficult to be reused were molded from the original and reproduced using the latest technologies. Thus we endeavored to recreate the space that should be passed down.



Peacock relief at former Shinsaibashisuji entrance



EV hall



Crystal tower

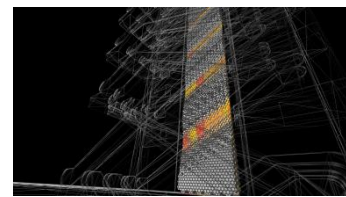


William Merrel Vories (1880-1964)

Born in Kansas, USA. Came to Japan as a teacher in 1905. Worked as an English teacher at a commercial high school in Omihachiman. Established an architectural design supervision office in 1908 and later "The Omi Brotherhood, Ltd." Produced more than 1,500 fine architectural works throughout the country.

The birth of a state-of-the-art department store that merges tradition with the latest technologies

"D-WALL (tentative)" is a huge LED monitor device, about 50 meters in height and about four meters in width, to be installed on the side of escalators from 1st through 10th floors. It will be a symbol of the new main building that will be born from a merger of Vories architecture and digital technology. In addition, a total of 42 units of digital signage will be installed on all floors to offer smooth shopping experiences by showing guides, etc.



Artist's impression of the entire "D-WALL (tentative)"



Artist's impression of "D-WALL (tentative)"

Initiatives as a flagship store for promoting ESG initiatives

J. Front Retailing with Daimaru Matsuzakaya Department Stores at its core has identified “five materiality issues” that the company should give priority focus to in realizing a “sustainable society.” The Daimaru Shinsaibashi store will deploy various measures as a flagship store for promoting ESG initiatives aimed at “contributing to a low-carbon society.”

<Five materiality issues>
<input type="radio"/> Contribution to a low-carbon society
<input type="radio"/> Management of the entire supply chain
<input type="radio"/> Coexistence with local communities
<input type="radio"/> Promotion of diversity
<input type="radio"/> Realization of work-life balance

“The main building of the Daimaru Shinsaibashi store” will aim for an approximately 7,000 t-CO2 reduction in CO2 emissions in FY 2020 compared* with the former main building (FY 2015).

*The building structure will not be the same because it will be rebuilt.

The first department store in Japan that uses 100% renewable energy throughout the building

The main building of the Daimaru Shinsaibashi store uses renewable energy for all of its power needs.

Greening and bee keeping using the new rooftop area

The terrace on the 7th floor and the rooftop area will be used for active greenification initiatives. The greened area on the rooftop will be used for keeping honeybees.

Contribution to a low-carbon and recycling-oriented society

Deliveries in the building will be centrally controlled with the cooperation of tenants to reduce delivery time and eliminate the congestion occurring when carrying products in and out. We will also aggressively push forward initiatives that involve our customers to create a low-carbon and recycling-oriented society by promoting the use of environmentally friendly packaging materials, permanently installing clothes collection boxes as an ECOFF recycling activity, and promoting related events.

Launch a design-themed event “OSAKA×MILANO DESIGN LINK”

In promoting the project, we will launch a design festival in the streets of Shinsaibashi in partnership with “Milano Fuori Salone,” the world’s greatest design event held in Milan, which is a sister city of Osaka, aiming at long-term growth. In this first year, we will invite special contents that will be provided in Milano Fuori Salone in Italy to several areas centered on the main building in Shinsaibashi. In addition, the Daimaru Shinsaibashi store’s unique contents that merge fashion and design will be added to bring excitement to the building and the area.

■ Milano Fuori Salone

Milano Fuori Salone provides exhibitions, events, and installations in various places during the “Milan Design Week” in April of each year. More than one million people visit from around the world Milano Fuori Salone and “Milano Salone*,” one of the biggest furniture fairs in the world that is held at the same time.

*Formal name: Salone del Mobile Milano

●Overview of the main building of the Daimaru Shinsaibashi store

Name of facility	The main building of the Daimaru Shinsaibashi store
Location	1-7-1, Shinsaibashisuji, Chuo-ku, Osaka
Total floor area	Approx. 66,000 m ² (former main building: 49,000 m ²)
Total sales area	Approx. 40,000 m ² (former main building: 31,000 m ²)
Number of floors	11 floors above ground, 3 underground floors (approx. 60 meters high)
Sales areas	10 floors above ground, 2 underground floors
Opening date	Friday, September 20, 2019
Business hours	Shops: 10:00—20:30 Food hall, terrace café, restaurants: 11:00—23:00 *Hours will vary depending on tenant
Days closed	New Year's Day and others (unfixed)
Access	Direct connection via underground route from No. 4 exit of Shinsaibashi Station on the Osaka Metro Midosuji line