

# Specialty

Specialty Zone

## Offering “Specialty” to Strengthen Store Competitiveness



Ufufu Girls, Daimaru Umeda store

### Core of new department store model — Specialty zone

J. Front Retailing is expanding specialty zones, which are the core of its new department store model.

Specialty zones are the zones that customers feel at first glance are “their shopping places.” We are accelerating our efforts to aggressively develop and brand “the specialty zones” that create “special added value” by selecting and offering brands, shops and products on the basis of a store strategy based on the market research of each area and under the “concept” and “theme” that fit the values and lifestyles of each group of target customers.

Among various types of specialty zones, we will develop mainly two types, including “a tightly targeted type” that seeks specialty in lifestyles and “a power category type” that narrows down items, for the time being. By placing many zones having such specialty in stores, we will generate their competitiveness and favorable image.

### Ufufu Girls

A typical example of specialty zone is “Ufufu Girls,” which opened in the north wing of Daimaru Shinsaibashi store in November 2009. Its target is narrowed down to young to around 30-year-old women. As well as assorting fashion items and accessories of the brands that department stores had not dealt in before, we placed a stylish cafe and adopted new communication tools including a blog site and free information paper. Its new space and values and floor name created toward a clear target have rapidly pervaded and we succeeded in branding “Ufufu Girls.” After that “Ufufu Girls” zones opened in Kyoto and Ginza stores in 2010 and in Kobe, Umeda and Sapporo stores in 2011 and contribute to expanding our customer base as intended.

### Cinderella Avenue

“Cinderella Avenue” was created with the concept of ensuring that customers can find the right size shoes that satisfy their preferences like Cinderella’s glass slippers. Kyoto store has 13 shoe fitters to more meticulously meet customer needs and provide highly professional services. Umeda store created an corner with our own selection of items “Select & Creator” to effectively present shoes coordinated with other items including bags, hats and neckwear like a select shop and make a stronger appeal to women working nearby, as well as adopting problem-solving type selection by occasion, size and function so that customers can find precisely what they are looking for.

### Aux Lingeriese

“Aux Lingeriese” zone, which was created in the added part of the floor of Umeda store, provides shoppers with not only traditional credible consulting services but also the pleasure of looking for favorite accessories while strolling through the streets. It widened the range of products by introducing low-priced brands and room accessories, which department stores had hardly dealt in, to cultivate female customers in their 20s and 30s who had seldom bought lingerie at department stores. By opening a supplement shop and a concept shop of carefully selected cosmetics in the zone, a sense of specialty was added. These efforts enhanced the ease of cross shopping among the women’s shoes zone, the handbag zone and this zone on the same floor and generate synergy effects as expected.

### Other specialty zones created one after another

Other specialty zones include “Gochiso Paradise,” which strengthens the lineup of daily use products while offering well-established store brands unique to *depachika*, “Season Message” offering our own selection of casual styling to around 40-year-old women with a special focus on an assortment of pants and “SAUZALEAF,” a new generation sales section that offers men’s accessories, stationery, watches and bicycles. We will strengthen our efforts to create zones in pursuit of specialty based on each store strategy.



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