

Specialty

Specialty Zone



“Specialty” Creates Competitive Edge

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 ideal 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 store strategy developed based on the market research of each area and in line with the concept and theme that cater to the values and lifestyles of each group of target customers. By placing many zones having such specialty in our stores, we will add our own appeal, which other competing commercial facilities do not have, to become more competitive.

Ufufu Girls

A typical example of specialty zone is Ufufu Girls. Its target is narrowed down to young and 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 stylish cafes and adopted new communication tools including blog sites and free information paper. Its new space and values and floor name created toward a clear target have rapidly pervaded and we successfully branded Ufufu Girls. Ufufu Girls started in Shinsaibashi store and expanded into seven stores including Kyoto, Ginza, Kobe, Umeda, Sapporo and Nagoya stores. Each store is expanding its customer base as intended.

Cinderella Avenue

Cinderella Avenue was created with the concept of ensuring that consumers 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 a corner with its own selection of items “Select & Creator” to effectively present shoes coordinated with other items including bags, headwear 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.



Ufufu Girls, Matsuzakaya Nagoya store



Cinderella Avenue, Daimaru Umeda store

Aux Lingeriese

Aux Lingeriese, a women’s underwear specialty zone which was created in the added floor space of Umeda store, provides shoppers with not only traditional credible consulting services but also the pleasure like 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 few opportunities to buy underwear at department stores. By opening a supplement shop and a concept shop of carefully selected cosmetics in the same zone, a sense of specialty was further added. These efforts improved customer’s circulation among the women’s shoes department, the handbag department and this zone on the same floor and generate synergy effects as expected.

Madam Selection

Targeting intellectually curious and active mature women, Madam Selection was created at Kyoto store to make lifestyle proposals. It offers various experiences including lessons and events, which help customers improve themselves, as well as goods ranging from fashion items to accessories. As this area has some chairs and tables, shoppers frequently use it as a place to relax where they can take their time and enjoy shopping with their friends and families. Madam Selection at Ueno store issues its original membership card with special benefits available only there in a strong effort to organize customers and gain their loyalty.

We will continue to build attractive zones pursuing specialty based on individual store strategies.