

Renewal

Store Innovation



Renovating Flagship Stores to Attract More Customers

J. Front Retailing has undertaken major renovations of its flagship stores including Nagoya and Kobe stores as well as floor expansion of Umeda and Tokyo stores in a bid to enhance their appeal and further strengthen their business infrastructure.

Nagoya store— Catering to all ages and grades

Nagoya store is one of Japan's largest stores with the floor space of approximately 87,000 square meters in total of the main building, south wing and north wing. From spring 2012 to spring 2013, the store undergoes a massive renovation by making full use of its vast space to become a full-scale department store catering to all ages and grades. Based on the retainment and expansion of its existing main customers, we have set young and around 30-year-old visitors to the Sakae area and trend-savvy around 50 year olds as its new targets. We will introduce many hot fashion items and cosmetics to widen its fashion offerings, as well as building a specialty zone with clear concept so that customers can feel it is their ideal shopping place.

In spring 2012, as the first phase of renovation, the store renewed its lineup of products including fashion items and

accessories and sales floor environment to become much more competitive with its rivals including department stores.

Specifically, in the south wing, we created our seventh Ufufu Girls, a popular specialty zone, on the second floor and brought together popular women's select fashion shops such as Jewel Changes and Demi-Luxe Beams on the first floor. The first H&M shop in the Chubu region, which is one of the biggest in Japan, was also opened on the first floor and the first basement floor. In the main building, we renovated cosmetics and women's accessories sections on the first floor to increase the lineup of fashionable and casual items as well as existing luxury brands. The special selection floor on the second level, which is known for Nagoya's number one lineup, was rebuilt with six new luxury brands including contemporary Tory Burch and Chloe. And the first floor of the north wing was reborn as the floor that realizes a nature-oriented lifestyle with 21 brands mainly of natural cosmetics including skin care, body care and hair care products.

In spring 2013, as the second phase of renovation, we are planning to renovate the food floor by completely rebuilding its product lineup, services and floor environment.



Daimaru Kobe store

Kobe store— Food floor that first comes to mind

In April 2012, Kobe store fully renovated its food floor for the first time in 15 years since it was restored from the earthquake damage and made its grand opening in 1997.

Particularly targeting women in their 40s and 50s and around 30 year olds living around Kobe city, we opened many excellent sweets and delicatessen shops including Kansai's first Dean & DeLuca shop and Table Plus, a specialty zone newly developed and introduced to offer various food products ranging from fine bakery goods to tea, ham, cheese and confiture. With a focus on Kobe's symbolic Western confectionery and Western food styles, we created a food floor that provides many topics and proposals.

It has been characteristic of Kobe store that many families and mothers with daughters visit the store. And after the renovation of its food floor, the footfall of these customers has further increased. With thus improved ability to attract customers, we will further drive customers to shop across the store and at our shops around it.



Matsuzakaya Nagoya store