

Specialty
Specialty Zone



Create Added Value with “Specialty”

Core of new department store model – Specialty zone

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

A specialty zone is a zone which customers feel at first glance is “their shopping place.” We are accelerating efforts to aggressively develop and brand the specialty zones that create “special added value” by curating 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

The target of Ufufu Girls 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 now it is installed in six stores including Kyoto, Kobe, Umeda, Sapporo and Nagoya stores. Each store is attracting more female customers in their 20s and 30s as intended.



Ufufu Girls

Table Plus

Table Plus is a food specialty zone. By just adding a small amount to their daily meals, shoppers can enjoy rich and stylish Western lifestyles. In addition to a food select shop Dean & Deluca, its cross-category offerings include bakery, Western groceries, delicatessen, wine and tea. The first zone at Daimaru Kobe store has a cafe where shoppers can enjoy special menus using ingredients available there. In the second zone at Matsuzakaya Nagoya store, we installed a lighting system that can duplicate natural light changing from morning to evening and shoppers can enjoy the atmosphere as if they are selecting food products in the streets of Paris. These characteristic food floors attract more customer traffic and drive shoppers to other floors.



Table Plus

Select & Creator

Select & Creator, which started when Umeda store was expanded and reopened, is a specialty zone placed in a women’s shoes department. Its offerings go beyond conventional single-item selection. It effectively presents coordinates combining shoes with other items including bags, headwear and neckwear like a select shop. This zone was expanded into Tokyo and Sapporo stores and enjoys popularity mainly among women working nearby.



Select & Creator

Aux Lingeriese

Aux Lingeriese, a women’s underwear specialty zone which was created in the added 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 attract new 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 generate synergy among the women’s shoes department, the handbag department and this zone on the same floor.

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.