

Feature 2: PARCO Corporate Message



Building a new era with you.

At the end of the day, it is people that help and support people.

We have learned that human relationships can provide great strength when facing difficulties.

It will probably take much more time to overcome it all.

That is exactly why we need the power of young people like you.

The energy and strong will to change the world. A fresh sensitivity.

Your hopes and dreams will open the way to the future. Let's move forward together. "LOVE HUMAN."

Since Ikebukuro PARCO was opened in 1969, PARCO has actively introduced not only fashion but also culture such as music, art, and theater, discovering and supporting diverse new talents.

We have also created stores that propose a fulfilling life by combining “events,” “products,” and “services” for each era, as an urban lifestyle producer.

In adopting a new corporate message, “LOVE HUMAN.,” in the fall of 2010, we reaffirmed our commitment to supporting talented people who will open the way to a confident future.

LOVE HUMAN.

Fulfilling lives suited to each and every person: Quality of Life

At our 20 PARCO stores nationwide, we are creating stores suited to the market together with talented individuals who have roots in their respective markets. We are also proposing a fulfilling life that does not depend on consumption of “things” alone by introducing culture in various forms, led by our entertainment business.

Supporting new talent; hopes and dreams will open the way to the future

Our advertising visuals, which reflect current trends, will spotlight new talents, in many genres, that are as yet unknown to the world, and continue to transmit a vibrant and positive message.

2011 campaign model

Seia Yasuda



Born June 23, 1996 in Akita Prefecture

Won the Grand Prize out of 24,000 participants nationwide in the 35th Hori Productions Talent Scout Caravan “Star Audition 2010.”—a competition that can often give the contestant their big break. The theme for this competition, in which staff from all of our stores participated as judges, was to find a woman that other women support. As a grand prize bonus, she was selected as PARCO’s youngest-ever PARCO SWIM DRESS campaign model. She is a new talent as yet unknown to the world.



Building a new era with you.

No-one will build the future but you.

Youthful power and talent will open the way to the future and change the world.

Now is the time for you to fully display your power.

Don't be afraid. Have confidence.

The talents of each and every person will be connected, become a bond, and ultimately be transformed into great power.

PARCO will continue to move forward together with you, filled with your hopes and dreams.

“LOVE HUMAN.”

Following the Great East Japan Earthquake of March 11, we are communicating the following message of support to the people of Tohoku and Kanto, “The talents of each and every person will be connected, become a bond, and ultimately be transformed into great power,” “PARCO will continue to move forward together with you.” This message is incorporated in our spring campaign poster.

This poster, the second poster campaign of the year, is based on a photograph taken in Sendai, one of the areas devastated by the earthquake and tsunami, in front of our Sendai store of 40 employees at Sendai PARCO. Our message of “Let’s work together to rebuild,” sent from the disaster area of Sendai, is filled with our hope for a re-energized Japan.