

Produced by PARCO Brand

Advertising

LOVE HUMAN. PARCO

The “LOVE HUMAN.” Campaign, started in September 2010, is geared not only toward further improving operations at stores selling fashion goods, but at introducing culture through music, art, theater, film, publishing, and other entertainment businesses from a number of different perspectives, discovering new talent, and supporting new artists in all their endeavors.

The 2010 “LOVE HUMAN.” Campaign employs Maïa Barouh, a talented musician from a rich and diverse background, to convey the campaign message—‘the world is as bright as you make it.’

The 2011 “LOVE HUMAN.” Campaign also calls on the talents of Seia Yasuda, the Grand Prize winner of Star Audition 2010 at the 35th Hori Productions Talent Scout Caravan, which was conducted in cooperation with PARCO.

* For details, please see Feature 2: PARCO Corporate Message on p. 12.



Campaign Poster 1
Model Seia Yasuda won the Grand Prize of Star Audition 2010. The theme of this competition, in which staff from all of our stores participated as judges, was to find a woman that other women support.



Campaign Poster 2
This poster contains our message of support to the people affected by the Great East Japan Earthquake. The photo of tenant employees was taken in front of the Sendai PARCO.

PARCO SWIM DRESS Campaign

Each year, the PARCO SWIM DRESS Campaign spotlights new talent as campaign models. The campaign has become something of a stepping-stone to stardom. In 2010, the remarkable Mirei Kiritani, an actress and model in magazine and TV advertisements, garnered huge support for the campaign from the younger generation.

In 2011, under the theme “JAPANESE UMI (meaning ocean) GIRL,” PARCO’s campaign proposes becoming an ‘ocean girl,’ wearing fashionable swimwear to the seaside.

The campaign website recommends a range of summer clothing, including outerwear, sandals, bags, and other swimsuit accessories. It features Seia Yasuda as its campaign model for commercials and in “making of” clips and other roles. The online catalogue is increasing sales in tandem with store and e-commerce sales.

Campaign website: <http://www.parco-swim.com/web/>



PARCO SWIM DRESS

The theme of this year’s poster series was “JAPANESE UMI (meaning ocean) GIRL.”

The posters focused on the ability of swim dresses to combine the versatility of normal outerwear and the obvious advantages of swimwear while remaining fashionable.



Business Planning

Store Promotion

Semiannual Grand Bazaar Sales

Summer: Thursday 1 July to Monday 19 July, 2010

Winter: Sunday 2 January to Sunday 23 January, 2011

Shopping is fun with the aid of Parcoala, a character who helps shoppers navigate through our semiannual sale. In summer, we collaborated with RIP SLYME, a hip-hop artist, on exhibitions, songs for commercials, and novelty activities promoting the sale. In winter, we teamed up with amateur models, selected from the readership of popular fashion magazines, who suggested ways to enjoy and take full advantage of the sale.



Left: Poster for summer Grand Bazaar sale PARCO collaborated with RIP SLYME on various events promoting the sale.

Right: Poster for winter Grand Bazaar sale featuring Parcoala and models.

Christmas Tree Campaign Tie-up with Shiseido's MAJOLICA MAJORCA Brand

Friday 12 November to Saturday 25 December, 2010

Promoting sales in conjunction with companies in other business sectors, PARCO joined with Shiseido Co., Ltd. in a joint Christmas campaign promoting the MAJOLICA MAJORCA cosmetics brand at its Shibuya PARCO store. A tree, festooned in red and gold tones based on a new product line for MAJOLICA MAJORCA, had an internal cavity to allow customers to walk in and enjoy the decorations from the inside looking out. The display attracted considerable media coverage during the Christmas season and was a delight to many customers.



Christmas campaign at Shibuya PARCO PART 1
This Christmas tree design, based on a 'young girl fairy tale' theme, incorporated a sweet-smelling fragrance.

Taro Okamoto Centennial Anniversary Exhibition: The Face Is the Universe

Venue: PARCO FACTORY, Shibuya PARCO PART 1, 6F

Friday 20 May to Monday 20 June, 2011

Celebrating the 100th anniversary of the birth of Taro Okamoto, a popular artist and a formidable presence in the post-war art scene, the exhibition focused on face and eye motifs in his considerable body of work.

Among the many centennial exhibitions celebrating the artist, the PARCO show was the only one to travel throughout Japan (in Sapporo, Sendai, Nagoya, and Fukuoka).

The 'TARO Collection Expo' was held simultaneously in a special basement venue. The 'Taro Okamoto x Osaka Expo' world revolves around the 'Tower of the Sun,' an iconic symbol of the Osaka Expo held in 1970.

Paintings were displayed on walls at the Shibuya store, harnessing the excitement felt about the anniversary throughout Shibuya.



Mural 'The Myth of Abundance,' sister piece to 'The Myth of Tomorrow' which is on permanent display at SHIBUYA MARK CITY.