

Special Feature

Aiming for Further Improvements in the Shopping Complex Business



<Ikebukuro PARCO>

○ The 40th Year of <Ikebukuro PARCO>

Since its establishment, PARCO has engaged in community building and cultural enterprise by offering lifestyle options revolving around fashion. We have earned the support of our customers not by simply selling things, but by offering them an enjoyable shopping experience and a way to enjoy a new lifestyle.

This is the 40th year since <Ikebukuro PARCO> opened its doors in 1969. Since the beginning of operations we have offered the PARCO lifestyle to the market. As part of our 40th anniversary, we are planning significant renovation and commemorative sales projects as we continue to respond to diverse customer needs. This year also marks the 25th anniversary for <Matsumoto PARCO>, the 20th anniversary for <Chofu PARCO> and <Nagoya PARCO>, and the 15th anniversary for <Hiroshima PARCO> and we are taking advantage of this opportunity to conduct renovations in line with market needs and implement sales projects.

○ Spring 2009 Remodeling Results

<Ikebukuro PARCO>

This spring, we conducted aggressive remodeling of 22 stores focused on the "STYLE DELI" (fashion accessory zone) on the fifth floor of the main building including the opening of 13 new stores in the Ikebukuro area.



[Demi-Luxe BEAMS], 2F, Main building



[ALL ORDINARIES BUREAU by ALL ORDINARIES], "STYLE DELI", 5F, Main building



[CA4LA], 2F, Main building

<Nagoya PARCO>

We remodeled 34 stores, including 11 new stores in the Nagoya area, as part of our efforts to strengthen ladies fashion and men's and ladies fashion that can be enjoyed by couples.



[SHIPS], 1F, West building



[alcali], 2F, West building

<Urawa PARCO>

Aiming for a building structure that meets a wide range of customer needs, we introduced tenants offering casual and children's clothing targeting those who visit us with their families.



[Earth Magic], 3F



[Roni], 3F

○ Advertising and Sales Promotion Activities

In fiscal 2008, PARCO engaged in a visual strategy, incorporating advertising and store presentation strategies to attract customers through events, and communication strategies using <PARCO Card> and media following consumer trends that are sensitive to market shifts and changing times.

One new initiative using <PARCO Card> was the promotion of card use for small ticket items through the introduction of sign-less transactions and a same-day card issuance system. By focusing on customers who use the card, we developed measures that expanded its versatility and convenience, assuring its further use.

In fiscal 2009, we aim to improve the ability of our buildings to attract customers and expand sales through market-focused measures to draw customers and re-energize sales plans by promotion activities and mobile publicity that responds to consumer needs and market conditions.



Spring 2009 "Futari PARCO" campaign

○ Entertainment Business

The Entertainment Business plays an important role in improving our corporate brand and differentiating PARCO Shopping Complexes. The business adds important value to our Group efforts to provide customers with enjoyable experiences and new lifestyle options.



"Woman in Black"

"Good Night Sleep Tight"

"Shinosuke Rakugo in PARCO"
Shinosuke Tachikawa



"I knew that someday I would be standing on this stage."



"Tomodachi" showing at PARCO Theater. First anniversary commemorative Performance(1974)

More than 30 years ago, I was attending a marvelous performance of Kobo Abe's "Tomodachi" at the PARCO Theater (at that time it was called the Seibu Theater), and I clearly remember having such a premonition. That is to say, it's not as if I had some psychic ability or dream to appear on stage. I was only 18 and I had just come to Tokyo and was seeing a live stage performance for the very first time.

After that, I enjoyed numerous unique productions that only PARCO could offer as a member of the audience, never imagining that my dream would come true and that at 40 years old I would be performing rakugo on that stylish stage, where it seemed so out of place. Then, 10 years later, I performed a month-long New Year's program there, and next year will be my fifth such engagement. It is still like a dream...

Rakugo is entertainment that only requires a single zabuton cushion to be performed. For the past 15 years, I have worked to create rakugo entertainment you can only see on this stage. My heartfelt appreciation goes out to the PARCO Theater staff, who have contributed so much to the realization of my continued rakugo ambitions.

"Shinosuke Rakugo in PARCO 2009"

January 5–January 27, 2009
Featuring: Shinosuke Tachikawa

The newest performance of Shinosuke Tachikawa who has been performing unprecedented month-long rakugo for four consecutive years since 2006. The performance has been extremely popular, with tickets often selling out on the first day of sales.

