

Sendai PARCO 2 Grand Opening on July 1

Wear, eat, feel. Selected by PARCO for mature consumers

PARCO CO., Ltd. (PARCO) announced the grand opening of Sendai PARCO 2 on July 1 in Aoba-ku, Sendai, Miyagi Prefecture. Sendai PARCO 2 will feature a total of 84 shops across a range of genres and catering to varied tastes—including 38 shops making their Tohoku debut and eight business categories new to Japan.

Sendai PARCO is located in front of JR Sendai station in Tohoku's largest city and has continued to evolve in this central location since opening in August 2008. The opening of Sendai PARCO 2 comes just ahead of Sendai PARCO's eighth anniversary and marks the first time for PARCO to open a new building in a location non-adjacent to an existing store. With this new store, PARCO will propose urban lifestyle options for a broad segment of customers under a two-building structure.

The new building is located in front of the west exit of JR Sendai station, the gateway to Tohoku, and connects to the station via a pedestrian deck on the second floor. It is also easily accessible from south exit 1 of Tozai subway line Sendai station, which opened in 2015.

- Opening: July 1, 2016 (Friday)
- Name: Sendai PARCO 2
- No. of tenants: Sendai PARCO 2: 84; Sendai PARCO Main Building: 140; Total: 224

Sendai PARCO 2 concept

PARCO Mature Insights

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Sendai PARCO 2 is a new type of PARCO store, targeting mature consumers. It is a space for enjoyment and satisfaction, proposing affordable quality in fashion, food, and pleasure for Sendai's mature and discerning consumers.

The new store represents a continuation of PARCO's evolution from a place to shop to a stage for creating rich moments.

Sendai PARCO 2 overview

Name	Sendai PARCO 2
Address	3-7-5 Chuo, Aoba-ku, Sendai, Miyagi Prefecture, Japan
Access	JR Sendai station west exit Tozai subway line Sendai station South exit 1 400m from Sendai PARCO New Building
Building scale	Nine above-ground floors Two below-ground floors
Total floor area	Approx. 25,000m ²
Annual sales target	JPY 7 billion
Investment amount	Approx. JPY 7.5 billion
Opening	July 1, 2016 (planned)

