

Designing Towns with the “Complex-by-Complex” Strategy —a New Look for Shibuya PARCO Upon its 30th Anniversary

PARCO’s history began in 1969 with the transformation of Tokyo Marubutsu, a department store in Ikebukuro, Tokyo, into Ikebukuro PARCO, a specialty store complex, marking the birth of a milestone shopping complex under the concept of targeting the 21-year-old working woman and exerting influence across society.

In 1973, Shibuya PARCO—a collection of shops on the cutting-edge of the times—was born, far from the station on a sloping street with few passersby.

Since then, Shibuya PARCO has produced events in the city one after another, including innovative fashion campaigns and grand murals, while setting new trends in culture and entertainment, such as PARCO Theatre, and attracting many young adults, especially young women. It has created a shopping area known as “Koen-dori (Park Avenue)”.

Leading the way, to create and energize—PARCO

The town design of Shibuya PARCO set the stage for a series of shopping complex openings nationwide—all created in harmony with each town’s unique characteristics—leading to PARCO’s current “complex-to-complex” method for revitalizing the town itself.

In commemoration of its 30th Anniversary in 2003, Shibuya PARCO will be dramatically revitalized into a vision for the next generation.

Continuing to Envision and Practically Shape the Next Urban Lifestyles in Shibuya, the Birthplace of New Cultural and Consumer Trends.



Masaaki Abe, General Manager of Shibuya PARCO

Born in 1959, Mr. Abe first joined PARCO in 1983 at Kichijoji PARCO. From there he moved to Shibuya PARCO where he participated in the Shibuya Project and other campaigns. In 2000, he was named head of the Store Planning Section where he took the initiative in launching ZERO GATE from the planning stage. In 2001, Mr. Abe was appointed as General Manager of Shibuya PARCO.

Unlike Shinjuku and Ikebukuro, Shibuya is not surrounded by station buildings or large-scale stores. Its streets are dotted with rows of stores, from small street shops to privately owned stores. This environment attracts creative people with a pioneering spirit and sharp perceptions, if not always with significant capital, leading to a dynamic exchange of diverse cultures and creating a positive cycle of continual rejuvenation. As a result, Shibuya is a place where something new is happening all the time.

When viewed from this perspective, despite the general consistency of appearance presented by specialty store retailers of private label apparel that flourished during the 1990s, revival of urban centers is attracting increasing numbers of young, double-income couples without children and single people in their 20s to 40s. With this background, Shibuya PARCO marked its 30th anniversary, and will continue undergoing a major refurbishment.

As a result of this refurbishment, Shibuya PARCO is positioned as a shopping complex that creates fresh, multifaceted values that set the

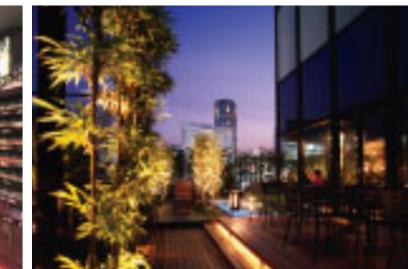
stage for a new urban lifestyle, accompanied by new directions in fashion, culture and nightlife.

For example, ZERO GATE, which opened last year, is a cutting-edge multiplex complex which incorporates a number of concept-based retailers and restaurants with strong image-creating impact. ZERO GATE’s striking glass architecture provides a gateway into Shibuya PARCO.

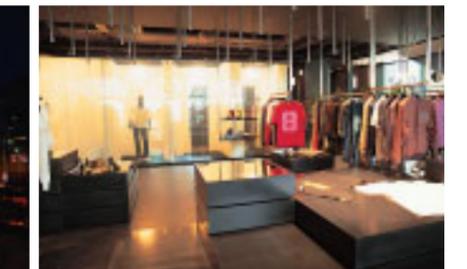
In Shibuya PARCO PART 1, we established DINING & GARDEN as a drinking and dining space reflecting the concept of creating spaces for gathering, socializing and relaxing, along with high fashion, targeting women who choose their own styles. PART1 also features unique shopping floors with sub-culture items and goods never seen in Shibuya. The main entrance facing “Koen-dori (Park Avenue)” has also been completely redesigned in a White Modernist style. We are attempting to establish new consumer styles in the town of Shibuya by designing stores that reflect innovative concepts not only for the town, but for our times.



PART1 3F “ANNA SUI”



PART1 8F “DEN Rokuen-Tei”



ZERO GATE 2F “chimera luxe”



PART1 5F “LUI'S AIMA”

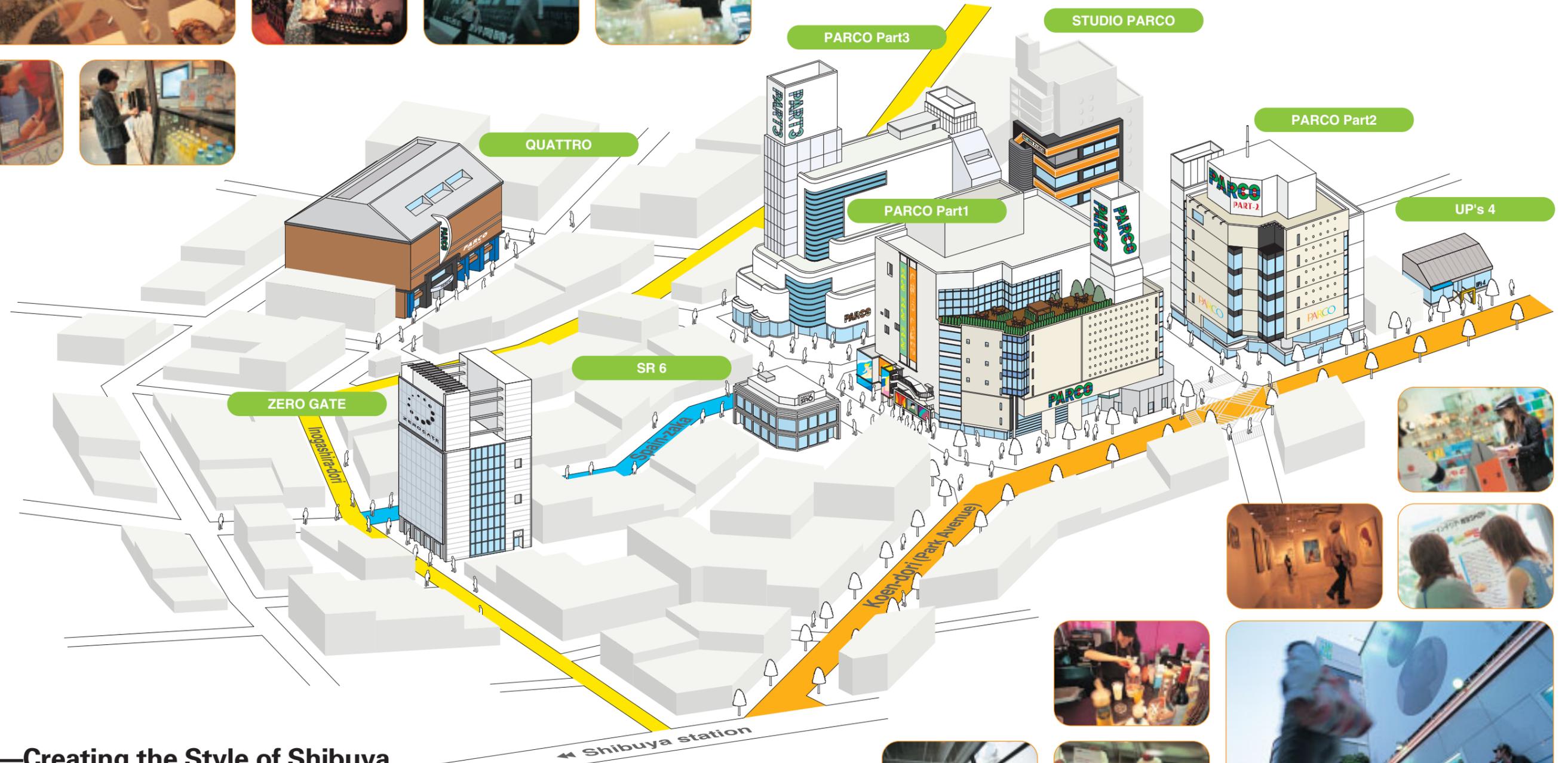
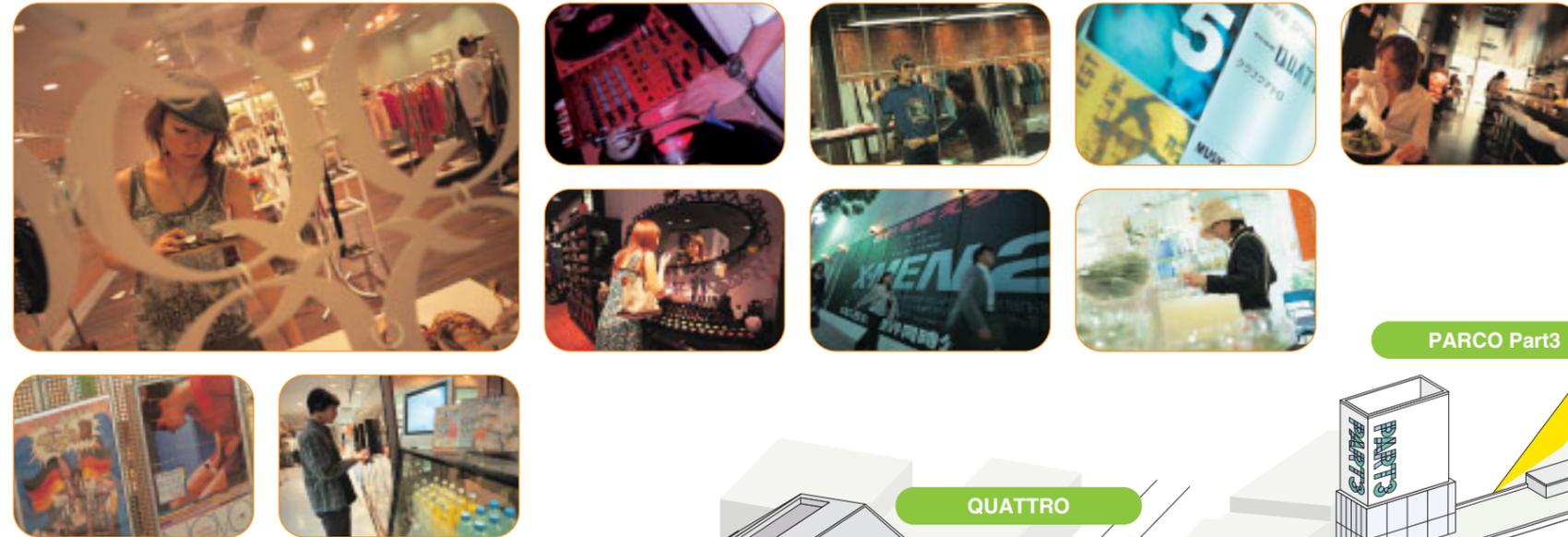


ZERO GATE B1F “LA FABRIQUE PARIS”



PART1 B1F “Après-midi Selección”

SHIBUYA PARCO



PARCO—Creating the Style of Shibuya

A vibrant urban environment for strolling, shopping, dining, drinking and dancing—
 People come to Shibuya seeking unique, exciting experiences on a variety of stages, the colorful pleasures of city life.

