

## PARCO announces the grand opening of PARCO\_ya

PARCO Co., Ltd. today announced the opening of a commercial facility in Ueno, Tokyo, under the new name PARCO\_ya. The grand opening is set for Saturday, November 4, 2017.

PARCO\_ya is PARCO's first new store opening in the 23 wards of Tokyo since Shibuya PARCO was opened to the public in 1973, approximately 44 years ago. The new area and its surrounding atmosphere provide the ideal opportunity to cultivate a new demographic of customers with content tailored to their needs.



# PARCO\_ya

- Grand opening: Saturday, November 4, 2017
- Name: PARCO\_ya
- Occupancy: 68 shops

The new store will open in the Ueno Frontier Tower developed by Daimaru Matsuzakaya Department Stores Co. Ltd., as part of J. Front Retailing Group's Urban Dominant Strategy to grow alongside communities with stores at their core.

PARCO currently has 16 stores located throughout Japan, each with a specific store concept tailored to suit the local market size, conditions, and target demographics. The new store in Ueno marks a shift from PARCO's usual full-building operations to an entirely new concept of partial deployment in a multi-use complex building alongside Matsuzakaya Ueno, Toho Cinemas, and other office space. This concept and the department stores adjacent to the new store have driven the distinct selection of specialty shops at the store, and the brand new PARCO\_ya name has been chosen to clearly portray its uniqueness from other PARCO stores to customers.

By offering the new and unique value of PARCO\_ ya, PARCO is supporting the revitalization and contributing to the appeal of the Ueno-Okachimachi area as a whole.

**A touch of maturity and refinement,**

The grand opening of PARCO\_ ya

### Overview of PARCO\_ ya

Name	PARCO_ ya
Address	3-24-6 Ueno, Taito-ku, Tokyo
Floor area and scale	Approx. 8,200m <sup>2</sup> (1F-6F)
Yearly tenant transaction volume	¥6.0 billion
Investment amount	Approximately ¥1.7 billion
Opening	Saturday, November 4, 2017
Occupancy	68 shops

\*Total scale of building: B2F – 23F, Total floor area: Approx. 41,000m<sup>2</sup>

Depiction of the PARCO\_ ya exterior

