

Main themes

With a strong determination to provide personal fulfillment to consumers, the PARCO Group will continue to create and share new value through advancement, innovation and the PARCO Way. Under our Fundamental CSR Policy, we pursue activities anchored by the following four main themes. “Next-generation human resources” involves supporting upcoming human resources and talent. Culture means creating new markets and new value in the cultural sphere. For local communities, PARCO improves the appeal of towns and regions. For the environment, we build stores with low environmental impact.

Next-generation human resources



The PARCO Group will support the talents of the next generation's workforce, thereby contributing to an energetic and diverse society.

Culture



The PARCO Group will constantly provide new value, transmit information, and create culture-based markets, starting fashion and entertainment.

CSR Mission

The PARCO Group will contribute through futuristic, innovative business activities to the realization of a society where urban consumers lead fulfilling lives.

Local communities



The PARCO Group places great importance on contributing to improving the appeal of these towns and regions by actively engaging with the local community.

Environment



The PARCO Group will promote the creation of stores that place a smaller burden on the environment with its tenant companies.

Main themes

Next-generation human resources

Opened limited pop-up shop of “Asia Fashion Collection” in Ikebukuro PARCO

“Asia Fashion Collection (AFC),” is an incubation project, produced and supported by Vantan and PARCO, in cooperation with the supporting industry organizations based in Asia, looking to contribute to the further development of the fashion industry across Asia.

AFC aims to promote the growth of young designers through selection in Japan by contest to get the right to participate in the New York Collection, showing their collections, and various business support by Vantan and PARCO.

We opened limited pop-up shop and showcased designers' collections showed at the New York Collection in February for in April 2017 in Ikebukuro PARCO.

It aims to show their works for many customers and to expand the recognition of AFC and designers.

We will continue to support young designers we found through AFC.

[Asia Fashion Collection Website](#)



Fukuoka PARCO co-sponsored the fashion show "Revo × Labo Fukuoka"

Fukuoka PARCO co-sponsored the fashion show "Revo × Labo Fukuoka" held on February 11, 2017 for the purpose of supporting young fashion brands.

This fashion show was operated by Fukuoka Fashion Building for the first time with the aim of revitalizing Fukuoka's fashion industry and supporting young brands, and PARCO and H.P.France cooperated.

Three young brands "Fujimasyu", "DE: CODE (Decode)" and "Waka Erika" that are based in Fukuoka show off their unique collections, and a total of 300 visitors including buyers and journalists visited.



Main themes

Culture

MEETSCAL STORE collaborated with "mintdesigns"

PARCO runs its directly managed shop, produces original product, and sells products in real store "MEETSCAL STORE" and online.

MEETSCAL STORE has released a product collaborated with "mintdesigns", a designer brand from Tokyo, and a stationery maker "HIGHTIDE" in Fukuoka.

"mintdesigns" is a brand that conceives of clothing as a form of timeless product design that is not limited to the category of fashion.

In addition, "HIGHTIDE" is a goods maker designing stationery such as notebooks. This time, we created products by imagining stationery placed in a corner of a bookstore with the theme of "bookstore in somewhere".

PARCO launched once a month, our first directly managed shop, in Fukuoka PARCO in 2010. After that, we have collaborated with over 500 manufacturers and creators so far with focusing on making unique products..



Movies which PARCO distributes got two awards of GOLDEN GLOBES

"Manchester by the Sea" and "Nocturnal Animals" which PARCO distributes in cooperation with Bitters End inc, were nominated for a total of 8 categories of 74TH GOLDEN GLOBES and received two awards. Both movies are universal works, one of the major American film companies.

"Manchester by the Sea" is scheduled to be released in May 2017 in Japan, "Nocturnal Animals" will be released in 2017.



"Manchester by the Sea"

Best Motion Picture - Drama

Best Performance by an Actor in a Motion Picture - Drama: Casey Affleck

Best Performance by an Actress in a Supporting Role in any Motion Picture: Michelle Williams

Best Director - Motion Picture: Kenneth Lonergan

Best Screenplay - Motion Picture: Kenneth Lonergan

A total of 5 nomination nominations, won Best Performance by an Actor in a Motion Picture - Drama

Opened "GALLERY X BY PARCO" as a trend communication space in Shibuya

We opened "GALLERY X BY PARCO" in Shibuya in December 9, 2016.

"GALLERY X BY PARCO" is located in the "Spain-Zaka" street as close as New Shibuya PARCO which is scheduled to open in the autumn of 2019. We will held cultural events in a wide range of fields including music, images and performances.



From January 13 to 29, 2017, We held Masayoshi Sukita photo exhibition, SUKITA meets BOWIE "SPEED of LIFE ". About 40 pictures of musicians David Bowie's portrait photographed by Japanese photographer Masayoshi Sukita who has worked on portraits and advertisements of numerous celebrities has exhibited.

We will continue to plan events of various genres such as art, fashion and animation at "GALLERY X BY PARCO" and aim to continuously create Shibuya's charm even during the temporary closure at Shibuya PARCO PART 1 and PART 3 .

Main themes

Local communities

Urawa PARCO and Shintokorozawa PARCO jointly held a customer service role playing contest

Urawa PARCO and Shintokorozawa PARCO jointly held a customer service role playing contest on June 15 and 22.

The final game after the first round started from a scene that staff called out to customers who were thinking about whether to buy goods or not. After that, staffs played to recommend our house card and our original app "POCKET PARCO" at the cash desk to the customer.

The teams that the shop staffs showed high level of customer service received the Best Award, Excellence Award, or PARCO Store Manager Award. In feedback from customer service external lecturer, participants and viewers seriously listened and took notes.



Winners

Main themes

Environment

PARCO's employee participated in fieldwork for revitalization of satoyama

PARCO's employees were participated in fieldwork for revitalization of satoyama(abandonment of cultivated land).

PARCO has collaborated with "global citizenship class" of International Business Strategy, Graduate School of International Corporate Strategy, Hitotsubashi University since 2014.

This was a part of field work that aimed to make a new business model for reviving satoyama. We reaped rice to harvest rice that we had planted in June, 2016.

Through this event, PARCO's employees who were participated in had an opportunity to interact with graduate students, feel diversity and think about social and environmental issues, too.

