

For immediate release

Tuesday, August 20th, 2019

Shibuya PARCO to open on November 22nd PARCO releases opening promo teaser by M/M (Paris)

Parco Co., Ltd. ('PARCO') announced today that Shibuya PARCO will open on Friday, November 22nd, 2019.



Shibuya PARCO opening promo teaser

PARCO engaged M/M (Paris) as creative director for the store's launch campaign. The French creative unit is known for collaborations with major fashion houses and designers such as Loewe and Alexander McQueen. Photography was by Viviane Sassen, the artist behind campaigns for Miu Miu and Louis Vuitton.

PARCO 2019AW champagne site <http://www.parco.jp/style/>

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Shibuya PARCO overview

Name	Shibuya PARCO
Address	15-1 Udagawacho, Shibuya-ku, Tokyo
Annual tenant transaction volume target	Approx. 20 billion yen
Investment amount	Approx. 21.4 billion yen
Total floor area	Approx. 42,000 m ²
Scale	B1F – 9F and part of 10F
Scheduled opening date	November 22nd, 2019
Number of shops	192(planned)

Image



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