



# The Japan Store

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KUALA LUMPUR / PARIS





# Introducing genuine Japanese quality to customers overseas:

## We are pleased to announce the grand opening of our new concept stores in Kuala Lumpur and Paris in autumn 2016.

These new specialty stores deliver Japanese lifestyles and aesthetics to customers overseas.

As global interest in Japan continues to grow, we are pleased to introduce Japanese history, culture, technology, diversity and lifestyle designs.

We aspire to find items reflecting the “real Japan”, and help make them part of daily life in various corners of the world.

We bring not only the best of Japan, but the authentic Japanese experience as well.

We look forward to welcoming you to The Japan Store in Kuala Lumpur and Paris.

### Store Overview

#### isetan The Japan Store Kuala Lumpur



\*Artistic rendering of store façade.

- Store name: ISETAN The Japan Store Kuala Lumpur
- Company: Isetan Cool Japan Department Store SDN. BHD.
- Store location: LOT 10 Shopping Centre, 50 Jalan Sultan Ismail 50250 Kuala Lumpur, Malaysia
- Store opening: End of October, 2016 (planned)
- Store size: Approximately 11,000 m²
- Store hours: 11:00 - 21:00

#### The Japan Store ISETAN MITSUKOSHI Paris



- Store name: The Japan Store ISETAN MITSUKOSHI Paris
- Company: ISETAN MITSUKOSHI France
- Store location: 101 bis, Quai Branly 75015 Paris, Japan Cultural Institute in Paris, GF shop space
- Store opening: End of September, 2016 (planned)
- Store size: Approximately 90 m²
- Store hours: Tuesday through Saturday, 12:00 - 20:00 (institute operating hours)

\*Store name/opening date are subject to change.

## Introducing Japan’s exceptional products, experiences, and services to the world

In 2011, Japan’s Ministry of Economy, Trade and Industry (METI) launched "Cool Japan", a program promoting the introduction of regional products, fashion, and other contents to the world. In this context, the Isetan Mitsukoshi Group started JAPAN SENSES, an initiative whose aim has been to introduce to our customers (starting with customers in Japan) to remarkable traditional crafts from all over Japan, styling them with a newborn originality.

Now, to more clearly convey the spirit of "Cool Japan", we are ready to show the world the exceptional craftsmanship Japan is proud to offer in our first overseas store at the fully renovated LOT 10 in Kuala Lumpur, supported by the Cool Japan Fund Inc.

This undertaking represents our first step in introducing Japan’s unique regional and national products, experiences, and services to the world through our overseas stores.



**Hiroshi Onishi**  
President and CEO  
Isetan Mitsukoshi Holdings Ltd.

## Energizing regional creativity by introducing it to the world

Sharing Japan’s aesthetic sense and craftsmanship with this world:

The Cool Japan Fund Inc. was launched two and a half years ago with this mission in mind and continues to support private enterprises.

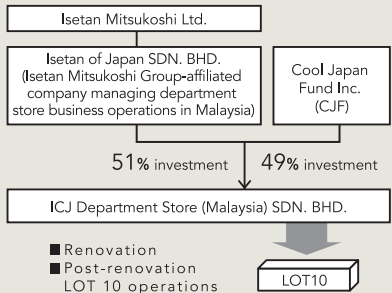
The Isetan Mitsukoshi project involves dedicating an entire renovated facility to "Cool Japan" introducing stylish, delicious, and exceptional items along with unparalleled service to overseas customers, and it represents the first step in the Group’s own global outreach. This experimental shop represents our collaboration with Isetan Mitsukoshi Holdings Ltd. to offer extraordinary Japanese regional products and services with the world, energizing regional creativity.



**Nobuyuki Ota**  
CEO  
Cool Japan Fund Inc.

### Overview of the current Isetan Mitsukoshi Holdings Ltd./Cool Japan Fund Inc. initiative

Cool Japan Fund Inc. was launched in November 2013 as a collaborative public-private fund to support and promote the development of overseas demand for intriguing Japanese products and services. The current project involves a joint investment by Isetan of Japan SDN. BHD. the Isetan Mitsukoshi Group's local subsidiary for promoting business in Malaysia, and the Cool Japan Fund Inc., with the purpose of renovating and managing the existing Isetan Kuala Lumpur LOT 10 Store for an expanded delivery of unprecedented Japanese products and services to local customers.



\*The Paris shop is an independent Isetan Mitsukoshi business project.

# GLOBAL CONCEPT

Cool Japan is conceived as the platform for overseas communication of the corporate message: "this is japan".

## ① OUR VISION

- Enhancing global lifestyles with exceptional Japanese products (Install new ideas into the world)
- Concept : targeting a universal customer base and clearly expressing the value we provide (achieve market in ⇒ product out)

## ② MERCHANDISING CONCEPT

- Coordinating products around the 4 pillars of the Japanese aesthetic sense: elegance(miyabi), cool(iki), sophistication(sen), and pure(so).

## ③ CLASSIFICATION CONCEPT

- Deliverable value is defined as enhancing lifestyle while expanding on various classifications of life itself.

## ④ SPECIALITY STORE

- A "theme store" is a specialty store based on unique concepts and ideas that distinguish it from typical department stores.

## ⑤ STORE PHILOSOPHY

- Shiso incorporates the Japanese concept of wa, or living with respect and harmony.

## ⑥ IMPORTANT ELEMENTS

- We hope customers will sense and experience the four seasons of Japan, Japanese diversity, and Japanese technology through in-store experiences.

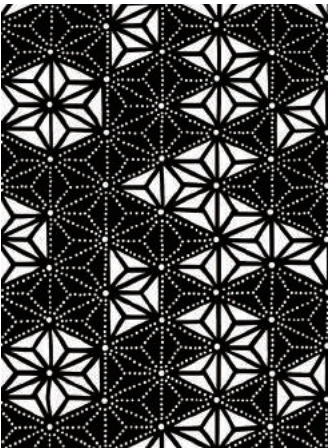
## ⑦ ROLE OF STORE

- Platforms for introducing Japanese products, experiences, people, and culture to the world.
- Generating interest in Japan and stimulate inbound tourism.

## The Japan Store will differ from typical department stores

Our uniqueness stems from dedicating the entire store layout to the single theme of Japan. Stores and products that represent the authentic Japanese style are chosen and introduced to the rest of the world. Each floor is designed to generate its own distinctive appeal while serving the common theme. As such, we are expressing this type of store as a "theme store".

The "real Japan" offered by The Japan Store rests upon the time-honored spirit known as wa no kokoro—the Japanese spirit. This philosophy, which respects diversity in values and individuals, is evident in the array of products, the store environment, and omotenashi, the Japanese style of hospitality, offering customers an unparalleled new experience. Our aim is to expand our customers' lifestyle by infusing new ideas (from the traditional to the innovative) into the store experience, elevating it to something beyond a simple purchase.



## Four aesthetic senses and five classifications

Floor layout and product arrangement revolve around the four Japanese aesthetic senses (elegance, cool, sophisticated, pure) and five lifestyle activities (dining, daily living, relaxation, recreation, and learning).

<b>E</b> legance <i>MIYABI</i>	Japanese colors, patterns, and designs embody both the unique splendor and permanence of the Heian period (794-1185). Japanese aesthetic sense is deeply rooted in a high-level of artistry incorporating high quality materials and exceptional craftsmanship.	
<b>C</b> ool <i>IKI</i>	People and tools create new values, in addition to and also inspite of, past ideas and norms. Edo period townspeople developed a set of cultural values that recognized ongoing change and originality as the epitome of "cool." Those values remain to this very day, as the unique Japanese culture continues to evolve.	
<b>S</b> ophisticated <i>SEN</i>	Strength and beauty appear when elements are stripped down to their essence. Great quality is inspired by Zen, which could also be called Japanese minimalism. We are able to create this quality thanks to Japanese cutting-edge technologies.	
<b>P</b> ure <i>SO</i>	The various facets and natural blessings of the four seasons have been cherished and respected by Japanese since ancient times. In each and every corner of Japan, unique lifestyles have been developed by incorporating this natural rhythm and taking inspiration from nature itself. The treasured warmth of craftsmanship, harmony with the environment, and symbiosis with nature are the sources of wa no kokoro, the Japanese spirit.	

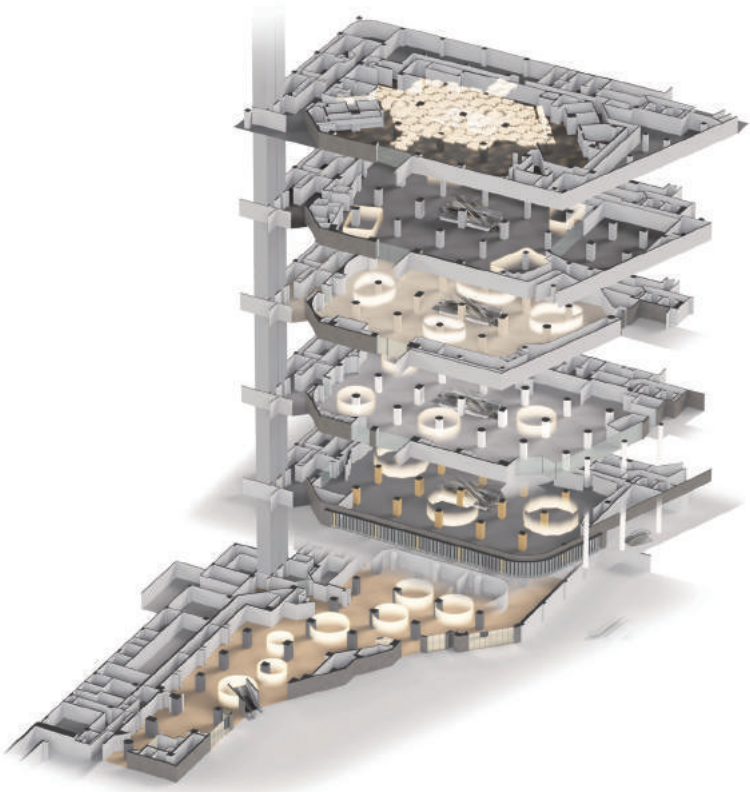




The Japan Store Kuala Lumpur has six floors of high-quality products directly from Japan, including regional brands, over 200 of which are being released for the first time.

■ Floor layout

4F	THE TABLE experience the premium dining
3F	THE CUBE experience the inspiring culture
2F	THE ROOM experience the grateful lifestyle
1F	THE STUDIO experience the fashion live
GF	THE MUSEUM experience the ultimate japan
LGF	THE MARKET experience the seasonal flavors



GF \_ THE MUSEUM experience the ultimate japan

The store's main entrance features a collaborative installation by architect Tsuyoshi Tane and Chiso, a renowned Kyoto purveyor of Yuzen dyeing, portraying the four seasons in Japan. Customers are also greeted by the Aesthetic Sense INDEX, a representation of the four elements around which the store's products revolve. Fashion, art, technology, and Japan's rich diversity are expressed here.

■ Fashion

The Kuala Lumpur store offers its own original lifestyle products by Singaporean fashion artist Theseus Chan. This collaboration between Japan and the rest of Asia includes everything from clothing to lifestyle goods.  
BRAND LINEUP : Theseus Chan General Store

■ Japan Collection

The Japan Luxury Collection incorporates bamboo, paper, wood, lacquer, and other such materials. These accessories, artistic crafts, and daily goods all reflect Japanese craftsmanship and sensibilities.  
BRAND LINEUP : Fukagawa Seiji/Chiso/Horiguchi Kiriko

■ Technology

This collection features items using technology to enrich lifestyles. Products from major companies driven by Japan's technological strength are showcased alongside innovative creations from artisans inspired by new sensibilities.

■ Facilities/Services

"Enchant thé" is a new tea room venture.



1F \_ THE STUDIO experience the fashion live

Presenting Japan's fashion culture, a melting pot of unique combinations. A Communication Plaza "studio.l" allows for events designed to communicate the latest ideas from ASEAN's fashionistas.

■ Street

A fusion of Japanese sensibilities and craftsmanship appreciated by the world is on display here as street culture creations.

BRAND LINEUP : Madstore Undercover/Porter/G-SHOCK/Onitsuka Tiger/Y-3

■ Fantasy

Here you'll find the latest creations from Japan, including pop-culture media such as manga and anime, all reflecting the unique world view of the works' creators.

BRAND LINEUP : STRICT-G/Asobisystem/FUJIFILM Wonder Photo Shop/Anrealage/Q-POT

■ Mode

This collection spotlights next-generation Japanese fashion designers currently active on the world stage.

BRAND LINEUP : kolor/Toga Pulla/N.Hoolywood/mame/Muveil/John Lawrence Sullivan/Taro Horiuchi

■ Find Japan

Lifestyle goods, fashion products and local goods from every corner of Japan are featured here. Great effort is spent on discovering and thematically displaying items representing the best of Japan for this collection.

■ Facilities/Services

Time Out Tokyo Cafe enjoys its overseas debut.



2F \_ THE ROOM experience the grateful lifestyle

A collection of products featuring unique Japanese materials and technology to enhance the beautiful, healthy lifestyles of each customer, both on and off the job.

■ Lifestyle shop "FOR TOMMOROW"

This lifestyle collection features everyday items that feel good to the touch, elevating and enriching individual lifestyles by giving attention to details. The attached sleep consultation room helps visitors understand the importance of a good night's sleep.

BRAND LINEUP : AiR (Nishikawa Sangyo Co., Ltd.)/Uchino/Maruni Wood Industry/NUNO/minä perhonen

■ Beauty & Well-being "BEAUTY IN THE GARDEN"

In this zone, which focuses on Japanese technology as well as the five senses, we assist customers in selecting cosmetics based on Japanese women's beauty secrets and individually tailored advice. The collection focuses on Japanese products for Asian-type black hair and for body care. Customers can enjoy total beauty care with the latest beauty-related appliances and hair salon, brought in directly from Japan.

The collection also includes Japanese lingerie designed to enhance one's beauty as well as items dedicated to the well-being of each individual.

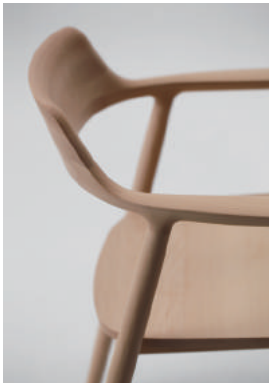
BRAND LINEUP : Shiseido/Decorté/SK-II/Albion/ReFa/Wacoal

■ Facilities/Services

Total beauty salon "uka x 76style" - Asian debut

Cafe "UKAFE" - Asian debut

Sleep consultation room





3F \_ THE CUBE experience the inspiring culture

THE CUBE'S layout encompasses 12 large and small areas where customers can experience various aspects of Japanese culture. Three experiential zones of "feel" "know" and "create" offer physical and mental stimuli aimed at changing customers' lifestyles. Established jointly under the direction of Fuglen Coffee Roasters, the cafe and vibrant floor atmosphere encourages customers from ASEAN countries to gather, relax, and create freely!

■ Feel zone

Experience the Japan of today as well as traditional culture with all five senses.  
[Event space], [Travel]

■ Know zone

Learn about the Japan of today as well as traditional culture.  
[Select bookstore], [Traditional Japanese Etiquette Classroom], [The Latest Culture Academy]

■ Create zone

Experience the Japan of today and traditional culture through creative activities and workshops.  
[Fabspace], [Photo lounge], [Free art space]

■ Facilities/Services

Cafe, nursery room, multipurpose restroom



4F \_ THE TABLE experience the premium dining

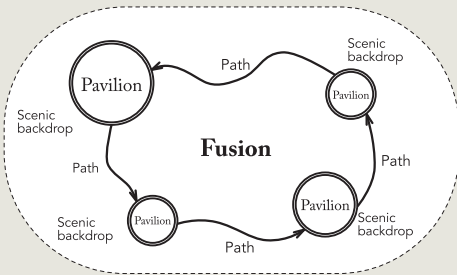
The restaurant floor features authentic Japanese cuisine (washoku, which is designated as a UNESCO Intangible Cultural Heritage) at ALL DAY DINING, which features a bar space and other washoku, sushi, yakitori, tonkatsu, and yakiniku restaurants. Number of restaurants: 6

\*The restaurant floor is scheduled to open in January 2017.



Environmental design

Tange Associates (Paul Noritaka Tange, CEO) and GLAMOROUS Co., Ltd. (Yasumichi Morita, President and Representative Director), who were responsible for the environmental design of the renovated Isetan Shinjuku Store, shared architectural and design oversight for The Japan Store. They did away with the orthodox department store model, instead creating pavilions on each floor evoking traditional Japanese gardens in which selected products are featured.



LGF \_ THE MARKET experience the seasonal flavors

Promoting global interest in washoku, this floor offers a new dining style based on authentic Japanese tastes and technologies reflecting the colors and poetry of the changing seasons. Each zone offers eat-in dining spaces.

■ Groceries

Japanese brands are featured exclusively. The floor features flavors and ingredients from each of Japan's regions, underscoring the country's diverse range of products. Each prefecture and region is exhibited in detail through panel displays and leaflets, allowing customers to learn and become more interested in washoku.

■ Sake, beer & whisky

This section features an array of products including sake, regional craft beers, globally-acclaimed Japanese whiskies and other western-style spirits made in Japan. Various alcoholic beverages are available at the bar counter, where customers can learn more about how to select and enjoy these drinks.

■ Japanese and western sweets and green tea

Brands representing green tea, Japanese sweets (which invoke seasonal phrases and emotions) and western-style sweets (uniquely developed within Japan) make their Malaysian debut. Customers can sample the Japanese sweets in the eat-in dining space, enjoying the same product quality that consumers in Japan experience.

BRAND LINEUP : Toraya/Minamoto Kitchoan/Henri Charpentier/Ginza West/Fukujen

■ Delicatessen

The delicatessen features Japanese creations based on dashi soup stock, the cornerstone of washoku. This zone brings Japanese home-style foods to life, and includes bento boxed meals and areas for dining.

■ Bakery "SOL LEVANTE"

The bakery features safe and reliable original breads baked in-house by chefs. Customers can enjoy the soft and springy texture that Japanese consumers love.

■ Noren

Japanese standard menu such as sushi, tempura, and soba can be enjoyed in a laid-back dining space.

■ Fresh Foods

Seasonal fruits and vegetables as well as fresh fish filets, sashimi, sushi, and meat cut to Japanese specifications are flown in directly from Japan.

■ Technology "for new lifestyle"

Customers can discover new ways to enjoy Japanese food in cafes and stalls featuring everything from LED-lit vegetable processing areas, the latest in kitchen appliances, health foods incorporating freeze-drying and new techniques, as well as cutting-edge frozen food technologies.

■ Facilities/Services

Dining spaces, customer service counters





Omotenashi, or Japanese Hospitality, Unique to ISETAN The Japan Store

The Japan Store is a theme store which not only offers a fantastic array of products, but also offers a uniquely Japanese in-store feel and services. Unlike ISETAN's other overseas stores, this facility boasts floor designs by Japanese stylists and salons offering Japanese hospitality to provide pleasant shopping experiences.

■ Team Nadeshiko

Members of Team Nadeshiko have undergone Cultural Representative training at Mitsukoshi USA\*1 and have gained proficiency\*2 in in-store customer relations at Japan's Nihonbashi and Shinjuku stores. They further studied Japanese etiquette and tea ceremony, spreading Japanese hospitality overseas and training stylists in Kuala Lumpur.



\*1 The Mitsukoshi USA Cultural Representative Program: Fixed-period contract employees at Mitsukoshi USA work in a cultural exchange capacity at the Walt Disney World® Resort in Florida, introducing Japanese culture to visitors from around the globe.  
\*2 Sake sommeliers, personal color analysts, service assistance and towel sommeliers

■ SPECIAL WRAPPING BUREAU (tentative)

The art of folding and wrapping is part of a traditional Japanese culture meant to show respect to others. Beautiful paper wrapping styles based on quality techniques and sensibilities have made Japanese gift-wrapping popular worldwide. Gifts wrapped at the SPECIAL WRAPPING BUREAU (tentative) within ISETAN The Japan Store accentuates the quality of the product and expresses the feelings of the individual presenting the gift.

■ Personalized hospitality

The Japan Store features "SALON" where customers can receive assistance in selecting products from anywhere in the store in a pleasant and comfortable atmosphere.



Isetan The Japan Store additionally has a membership program as well as an information counter, bag-check services for hands-free shopping services, assistance on rainy days, and other courteous, Japanese-style customer services designed to give customers the happiest possible shopping experiences.

Cultural Experiences Unique to ISETAN The Japan Store

Feel, Know, Create - three zones for Japanese cultural experiences.

■ Feel

[Event space]

A dedicated event space is located within the store. With Sony Corporation providing the interior design and the newest in digital technology, this space hosts events that stimulate the five senses through the collaborative efforts of celebrated creators, artists, craftsmen, and cultural figures from Japan.

[Travel agency]

ISETAN The Japan Store and JTB have collaborated to create original trips to Japan, making it possible for customers to have authentic experiences they would not normally expect.



■ Know

[BOOKS(select bookstore)]

This unique bookstore makes its debut in Malaysia, featuring some 10,000 books in cooperation with Kinokuniya Company Ltd. Book director Yoshitaka Haba of BACH Ltd. has arranged the book selection by theme. The store incorporates a cafe, a space in which customers can read at their leisure.

[Traditional Japanese etiquette classroom]

This exquisite space is dedicated to providing opportunities to experience Japanese culture, spirit, and etiquette under the guidance of specially trained Japanese instructors. Tea ceremony, flower arrangement, and calligraphy classes are offered year round.

[The latest culture academy]

Short-term classes in Japanese technology and anime workshops as well as training sessions are offered here for aspiring creators.

■ Create

[Fab SPACE]

Collaborative workshops with people from Malaysia and neighboring countries incorporate 3D printers and other forms of cutting-edge Japanese technology and culture, allowing participants to experience Japan's latest innovations.

[Photo lounge]

The photo lounge offers the first DOOB available in Malaysia, which offers 3D photos based on 360-degree photography, as well as platinum printing with colors that last for 500 years and many other approaches and technologies that help preserve memories for customers.

[Free art space]

Art exhibitions and artists' workshops bring the latest in Japanese art to customers, who can enjoy such stimulating experiences at any time.

The Japan Store | PARIS  
ISETAN MITSUKOSHI

*The Japan Store has a second location : a small store within the Japan Cultural Institute in Paris, France where washoku and Japanese pop culture have become immensely popular. The Paris shop carries goods from the Isetan Mitsukoshi flagship store - authentic Japanese products suited to customers in this mature market.*



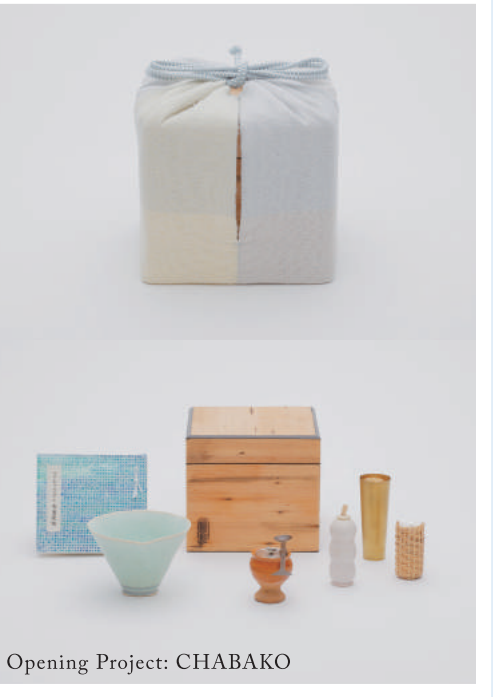
□ Store Concept

The store concept is ART DE VIVRE AU JAPON (Japanese artistic lifestyle). Parisian customers well familiar with the Japanese lifestyle, culture, and designs revolving around wa harmony, will now be able to enjoy these concepts through various products. Goods reflecting Japanese aesthetic sense, craftsmanship and sensibilities, and the stories behind these products, will help cultivate interest in Japan and give new shape to its lifestyle.

While collaborating with the Japan Cultural Institute in Paris exhibitions and other Parisian events, the store will sponsor its own events in order to showcase the quality, novelty, fascination, and diversity characterizing Japanese culture.

□ Environmental Concept

Paris-based architect Tsuyoshi Tane oversaw spatial design of the facility. The Japan Cultural Institute in Paris entrance hall and shop are envisioned to produce a sense of unity, with utensil placement and walls creating a strong impact on visitors.



Opening Project: CHABAKO

The Japan Cultural Institute in Paris

The Institute opened in 1997 as a collaborative public-private project between Japan and France. The Japan Foundation, an independent administrative institution, serves as administrator and seeks to introduce the traditional and current cultures of Japan, the Japanese language, art, science, and other aspects of Japan in every possible way to the people in France.



# ISETAN The Japan Store

The Japan Store ISETAN MITSUKOSHI

<http://thejapanstore.mistore.jp>

this is japan.



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\*Cover design adapted from "Chrysanthemum Arabesque," a traditional Ise stencil design from the Isetan Mitsukoshi Collection

\*Information is accurate as of June 7, 2016, and may change according to circumstance.