

Mitsukoshi, Japan's first department store, will celebrate its 350th anniversary in 2023.

And today too. Expressing our gratitude for the patronage from our customers to date, we will deliver special value that continues into the future under the theme of “Innovation beyond Tradition.”

The Mitsukoshi department store chain, which is part of the Isetan Mitsukoshi Group, will celebrate its 350th anniversary in 2023. Mitsukoshi was established as a kimono store under the name of Echigoya in 1673. In 1904, it issued Japan's first “Department Store Declaration,” and has built up a history as a department store. In commemoration of the 350th anniversary of Mitsukoshi's establishment, during the 12-month period from April 1, 2023 to March 31, 2024, we will engage in a variety of sales and marketing activities at Mitsukoshi stores across Japan and some overseas stores as well as the Mitsukoshi Isetan Online Store under the theme of “Innovation beyond Tradition.” These activities will express our gratitude for the patronage of our customers to date and deliver “special value that will give them a sense of what to expect from Mitsukoshi in the future.”



■ Message from the President and CEO

Together with everyone for 350 years into the future

On the occasion of Mitsukoshi's 350th anniversary, I would like to express my deep gratitude to all of our stakeholders, including our customers, our business partners, and our local communities, for their longstanding support. Celebrating our 350th anniversary at this time is a matter of pride for all of our employees while, at the same time, we are humbled by the weight of the responsibility it brings.

Mitsukoshi was established in August 1673 as Echigoya. During the 350 years since then, we have transformed ourselves to overcome many difficulties. The history of Mitsukoshi consists of our customer-first philosophy and repeatedly setting ourselves the challenge of transformation, and “the spirit of sincerity,” which has never changed since our establishment, forms the cornerstone for this history. In addition, not only generating profit through our business activities, but also working to solve social problems and share affluence with our stakeholders is the true concept of “creating shared value (CSV)” and will continue to be an indispensable corporate stance in the future.

It is becoming increasingly difficult to predict the future due to the serious effects of global warming and international tensions. Furthermore, with the prolonged effect of the COVID-19 pandemic, we have had to accept new rules and lifestyles. I believe it is the Group's mission to continue creating value for an affluent lifestyle in step with these changes in the times.

In 2021, we defined our long-term vision “to be a ‘special’ department store-centered retail group that enriches the lives of its customers.” We aim to be a “special” department store able to “offer inspiring solutions for customers' problems and make innovative proposals for their interests,” thus creating a new business model as a department store-centered retail group. It is because of these uncertain times that we want to refine the capabilities of our people, who are our greatest strength, and work together with our stakeholders to create a proud future.

We look forward to your continued support.



Isetan Mitsukoshi Holdings Ltd.
Director, President and CEO
Toshiyuki Hosoya

■2023 Mitsukoshi 350th Anniversary Statement

And today too.

350th Anniversary of Mitsukoshi

Founded in 1673, Mitsukoshi celebrates its 350th anniversary this year. We built our history as the first department store in Japan originating from the Department Store Declaration. However, it is not just our traditions that we are proud of—we are also proud of the peace of mind that we provide, the trust that we have earned, and the innovation that we have continued to realize, based on our spirit of sincerity.

And today too, we value our origins and the cultures of Japan and the world, with gratitude.

And today too, we deliver special value to the customers that love Mitsukoshi.

And today too, we will begin our next adventure, cherishing new encounters with our customers.

And today too, we will weave together new things and experiences while looking to the future.

That is because there are still barriers to overcome. That is because there is still richness to be created. We will create new days both special and ordinary—today too. We will head toward the next 350 years.

■About the Mitsukoshi 350th Anniversary Logo



The logo for Mitsukoshi's 350th anniversary is based on the Mitsukoshi lion statues, which are well-known across Japan. The lion statues were installed in 1914 by Ousuke Hibi, the manager at the time. Today, more than 100 years after their installation, which was modeled on the four lion statues under Nelson's Column in Trafalgar Square in London, England, the lions are well known and loved by many not only as a symbol of Mitsukoshi, but also as a meeting place in towns across Japan where there is a Mitsukoshi. Incorporating the lion into the Mitsukoshi logo expresses our strong desire that Mitsukoshi will continue to be loved by local customers today, tomorrow, and into the future.

■Mitsukoshi's 350th Anniversary Activities

In commemoration of the 350th anniversary of Mitsukoshi's establishment, and expressing our gratitude for the patronage of our customers to date, we will implement a variety of sales and marketing measures at each store through the end of March 2024, starting with the Mitsukoshi 350th Anniversary Grand Inauguration Festival to be held in April 2023.

In addition, Sendai Mitsukoshi and Hiroshima Mitsukoshi celebrating their 90th and 50th anniversaries respectively in 2023 will arrange events to mark their anniversary year.

Implementation period: Saturday, April 1, 2023 to Sunday, March 31, 2024

Participating stores: <Domestic stores> Mitsukoshi Nihombashi Main Store, Mitsukoshi Ginza Store, Sapporo Mitsukoshi, Sendai Mitsukoshi, Nagoya Mitsukoshi Sakae Store, Nagoya Mitsukoshi Hoshigaoka Store, Hiroshima Mitsukoshi, Takamatsu Mitsukoshi, Matsuyama Mitsukoshi, Fukuoka Mitsukoshi
<Overseas Stores> Mitsukoshi Orlando, MITSUKOSHI BGC (the Philippines)
<Online> Mitsukoshi Isetan Online Store

<Examples of Main Activities>

“Mitsukoshi 350th Anniversary Grand Inauguration Festival” to be held at Mitsukoshi stores across Japan in April, September, and October 2023, and March 2024

[Mitsukoshi Nihombashi Main Store]

- The opening consists of a close-up of Mie Prefecture where Matusaka City, the birthplace of our founder Takatoshi Mitsui, is located
Mitsukoshi's 350th Anniversary “Mie Exhibition” Wednesday, April 5 to Monday, April 10, 2023
- Mitsubishi's 350th Anniversary Grand Inauguration Festival “Italy Exhibition” Wednesday, April 26 to Monday, May 8, 2023

Each activity will be announced in subsequent press releases.



MITSUKOSHI

■ Establishment of a special website to provide information on Mitsukoshi's 350th anniversary



The teaser site will open on January 1, 2023 (Sunday, public holiday), the beginning of the anniversary year. The content will be updated as needed, and the special website will operate officially from Saturday, April 1, 2023 to provide information on Mitsukoshi's 350th anniversary.

https://www.mitsukoshi.mistore.jp/common/event_calendar/350th.html

■ Mitsukoshi's History

Mitsukoshi was established in 1673 as a kimono store under the name of Echigoya.

Not bound by conventional business practices, founder Takatoshi Mitsui was quick to recognize the emergence of a new customer segment as a result of changes in society and created a number of business methods that are commonplace today. In addition to being the first to offer over-the-counter sales for cash at fixed prices, he changed the business practice which had only allowed purchases by the roll to make it possible to purchase by the piece, creating a mechanism that enabled customers to only purchase the amount they wanted. Through this innovative method, kimono, which had been only for the wealthy, became widely available to the general public.

In 1904, Mitsukoshi announced the beginning of Japan's first department store. On the establishment of the joint stock company, a greeting card containing the "Department Store Statement" was sent to customers and business partners nationwide on December 20, and an announcement was made in major newspapers nationwide at the beginning of 1905, the following year. Mitsukoshi announced the birth of the department store to all of its stakeholders, marking the beginning of the history of department stores in Japan. Since our establishment, with our constant customer-first philosophy and continuous innovations to reflect the times, we have continued to propose a rich lifestyle culture with "the spirit of sincerity" for the customer that has never changed.

Please see here for details.

https://www.imhds.co.jp/ja/business/history/history_mitsukoshi.html



Famous Views of the Eastern Capital:
Suruga-cho (by Hiroshige Utagawa)

[For press inquiries regarding this matter]

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*Content may be subject to change due to various reasons.