

History of Daimaru



Founder Shimomura Hikoemon Shokei



Osaka store opened in 1726



Edo store in Odenma-cho by Utagawa Hiroshige



Daimaru's famous umbrella borrowing in ukiyoe print



Show windows of Osaka store that first appeared in Osaka in 1914



Osaka store whose first phase of construction was completed in 1922

- 1717 ■ Shimomura Hikoemon Shokei opened a kimono fabric store "Daimonjiya" in Fushimi, Kyoto. (Foundation of Daimaru)
- 1726 ■ Osaka store "Matsuya" opened in Shinsaibashisuji, Osaka and began cash sales at fixed prices (present location of Shinsaibashi store).
- 1728 ■ Nagoya store opened at Honmachi 4-chome, Nagoya and used the name "Daimaruya" for the first time.
- 1736 ■ Announced the store creed of "Service Before Profit" to all stores.
- 1743 ■ Daimaru flagship store "Daimonjiya" opened in Funaya-cho, Higashinotoin, Kyoto.
- 1837 ■ Edo (Tokyo) store opened at Odenma-cho 3-chome, Nihonbashi, Edo.
- 1907 ■ The Oshio Rebellion broke out. Daimaru escaped burning at the hands of mobs due to its reputation as a philanthropic merchant.
- 1907 ■ Established "Kabushiki Goshi Kaisha (joint-stock limited partnership) Daimaru Gofukuten (kimono fabric store)" with a capital of ¥500,000.
- 1910 ■ Closed Edo and Nagoya stores.
- 1912 ■ Kyoto store opened at the present location.
- 1913 ■ Kobe branch opened in Motomachi, Kobe.
- 1920 ■ Established "Kabushiki Kaisha (stock company) Daimaru Gofukuten" with a capital of ¥12 million.
- 1922 ■ Established the first weekly holiday (Monday) system in the department store industry.
- 1927 ■ Kobe store moved to the present location.
- 1928 ■ Established the first "Dyeing Laboratory & Hygienic Laboratory" (present Consumer End-Use Research Institute) in the department store industry in Osaka store (present Shinsaibashi store).
- 1947 ■ Changed the company name to "Kabushiki Kaisha Daimaru."
- 1947 ■ Kochi Daimaru opened.
- 1948 ■ Established Daimaru Kogyo, Ltd.
- 1950 ■ Shimonoseki Daimaru opened.
- 1953 ■ Hakata Daimaru opened.
- 1954 ■ Tokyo store opened at the Yaesu exit of Tokyo station.
- 1959 ■ Launched the original men's brand "Trojan."
- 1960 ■ Established Peacock Industries Co., Ltd. (present Daimaru Peacock).
- 1960 ■ Adopted a corporate identity system (CIS) and created a new logo.
- 1983 ■ Umeda store opened in Osaka Terminal Building "Acty Osaka."
- 1987 ■ Kobe store opened its first nearby directly-operated store (present Former Foreign Settlement Bldg. 38).
- 1995 ■ Kobe store was hit by the Great Hanshin Earthquake.
- 1997 ■ Kobe store was restored and grand opened.
- 1999 ■ The annex to Fukuoka Tenjin store of Hakata Daimaru grand opened with increased floor space.
- 1999 ■ Out-of-store sales reform started.
- 1999 ■ Store-based sales reform started.
- 1999 ■ The "Customer's View" project started.
- 2000 ■ Personnel system reform started.
- 2000 ■ Back-office functions reform started.
- 2002 ■ Established Daimaru's environmental philosophy.
- 2002 ■ Introduced a new merchandise information system.
- 2003 ■ Hakata Daimaru and Nagasaki Daimaru merged.
- 2003 ■ Sapporo store opened.
- 2003 ■ Launched a new customer information system.
- 2005 ■ The 2nd store-based sales reform started.
- 2006 ■ New personnel system reform started.
- 2006 ■ Newly formed Planning Office for New Umeda Store.
- 2007 ■ LaLaport Yokohama store opened.
- September 3, 2007 The Daimaru, Inc. and Matsuzakaya Holdings Co., Ltd.
- Urawa Parco store opened.
- Tokyo store moved to a new building and opened in the first phase.
- 2009 ■ The north wing of Shinsaibashi store opened.
- 2010 ■ March 1, 2010 Merged The Daimaru, Inc. and Matsuzakaya Co., Ltd.