

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."
- 1948 ■ 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 Peacock Stores).
- 1983 ■ 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.
- 1997 ■ 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.
- 2011 ■ Umeda store reopened with increased floor space.

History of Matsuzakaya

- 1611 ■ Ito Genzaemon Sukemichi, a son of Ito Ranmaru Sukehiro who served Oda Nobunaga, opened a kimono fabric and fancy goods wholesale store in Honmachi, Nagoya. (Foundation of Matsuzakaya)
- 1659 ■ Sukemichi's son Sukemoto opened a kimono fabric and fancy goods wholesale store in Chayamachi, Nagoya and called himself Ito Jirozaemon. (Since then the heads of the Ito family succeed to the name Jirozaemon.)
- 1736 ■ Ito Gofukuten changed its trade from a silk kimono fabric wholesaler to a silk and cotton kimono fabric retailer.
- 1740 ■ Ito Gofukuten became a kimono fabric purveyor to the Owari Tokugawa clan.
- 1745 ■ Kyoto Merchandising Branch opened in Muromachi Anekoji.
(Newly built at the present location in Shinmachidori Rokkaku in 1749)
- 1768 ■ Acquired Matsuzakaya in Ueno Hirokoji and began business as "Ito Matsuzakaya."
- 1907 ■ Ueno store was rebuilt into a Western-style building to display goods for sale and reorganized into "Goshi Kaisha (limited partnership) Ito Gofukuten" (capital ¥250,000) to become financially independent. Employed saleswomen.
- 1910 ■ Established "Kabushiki Kaisha Ito Gofukuten" with a capital of ¥500,000. Reopened Nagoya store at Sakaemachi Kado, Nagoya as the first department store in the Nagoya region.
- 1911 ■ Formed Ito Gofukuten Boys Music Band. (Present Tokyo Philharmonic Orchestra)
- 1917 ■ Completed the new main building of Ueno store. (Burnt down in the Great Kanto Earthquake in 1923)
- 1918 ■ Adopted uniforms for the first time in the department store industry.
(Striped cotton kimono with a muslin sash)
- 1924 ■ Ginza store opened at the present location. Allowed customers to enter all floors with their shoes on for the first time in the department store industry.
- 1925 ■ Changed the company name to "Kabushiki Kaisha Matsuzakaya."
■ Nagoya store moved to Minamiotsumachi (present location).
- 1929 ■ Rebuilt the new main building of Ueno store at the present location.
■ The first elevator girls in the department store industry debuted in Ueno store.
- 1930 ■ The basement of Ueno store was directly connected to Ueno Hirokoji station on subway Ginza line.
- 1932 ■ Shizuoka store opened.
- 1957 ■ Added a south wing to Ueno store.
■ Established Matsuzakaya Kimono Museum in Kyoto.
- 1966 ■ Held a huge sale on live animals on the roof of Ginza store.
- 1971 ■ Okazaki store opened.
- 1972 ■ Built an annex to Ginza store and opened an underground passage leading to Ginza subway station.
■ Added a north wing to Nagoya store.
- 1974 ■ Nagoya Station store opened.
- 1979 ■ Takatsuki store opened.
- 1991 ■ Issued Matsuzakaya My Card.
■ Nagoya store added a south wing to consist of three buildings.
■ Opened "Matsuzakaya Museum" in the south wing of Nagoya store.
- 1993 ■ Established a corporate philosophy.
- 1995 ■ Put up a website and opened an online shop.
- 1996 ■ Added a north wing to Shizuoka store.
- 1998 ■ Established an employee code of conduct and basic business transaction rules.
- 2000 ■ Developed the Matsuzakaya environment program and launched a new information system.
- 2001 ■ Toyota store opened.
- 2003 ■ Nagoya store added a new south wing to increase its floor space to the largest level in Japan (86,758 m²).
- 2004 ■ Introduced an executive officer system and established a management code for personal information protection.
- 2005 ■ Opened an official goods shop at the Exposition of Global Harmony.
- 2006 ■ Established a pure holding company "Matsuzakaya Holdings Co., Ltd."

established a joint holding company J. Front Retailing Co., Ltd. and integrated management.

- 2007 ■ Store-based sales reform started.
- 2008 ■ Out-of-store sales reform started.
■ Integrated information systems with Daimaru.

to form Daimaru Matsuzakaya Department Stores Co. Ltd.

- 2011 ■ "Keicho kosode" from the Matsuzakaya collection was designated as an important cultural property.



Matsuzakaya by Utagawa Hiroshige



Nagoya store reopened in Sakaemachi in 1910



Women in the industry's first uniforms (kimono)



Poster of Ito Gofukuten



Ginza store, the first department store allowing customers to enter with their shoes on



Nagoya store moved to the present location in Minamiotsumachi (at that time)



Elevator girls of Ueno store