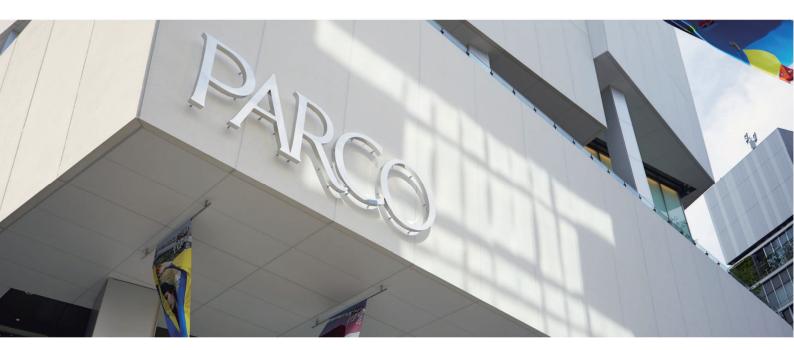
Increase Communication Ability of "PARCO" Brand.



Innovation initiated by new Shibuya PARCO

New Shibuya PARCO made its grand opening in November 2019. In December 2015, it was approved as an urban renaissance district and we have proceeded with the plan as an urban redevelopment project. It was reborn in the milestone year that marks the 50th anniversary of the opening of Ikebukuro PARCO. Its concept is to create a building that offers enjoyable and stimulating experience value globally beyond the framework of traditional commercial facilities by undertaking new initiatives with up-and-coming designers, creators, and others. We aim to create a building that attracts urban consumers who consume sensibly from around the world without narrowing down targets. Each business of Parco Co., Ltd. and each company of the Parco Group promoted new challenges and evolutions, and by injecting the know-how they possessed, we could create a unique commercial complex. It provides stress-free and comfortable purchasing experiences through shops that integrate real shops and digital services, as well as a variety of payments. By analyzing a variety of data, including product, purchasing, and viewing data, we will support the customer service of our sales staff and build a "digital SC platform" that will deepen communication with customers by offering more support to customers.

Aggregated about 190 unique shops

We operate approximately 190 shops that combine five elements including "fashion," "art and culture," "entertainment," "food," and "technology" to draw out the mutual appeal of each other.

PARCO CUBE

We developed an omnichannel shop that combines offline and online. You can read the QR code from a digital signage tablet in a shared area or in a shop, transfer the data on your favorite products to your smartphone, and make a purchase. Some of PARCO CUBE's shops have CUBE MIRROR, which allows customers to view themselves from back during a trial fitting. This is a mirrored display that allows you to check the styling of back look that is difficult to see by displaying images taken by the camera a few seconds late.



PARCO CUBE

Electronic receipt service

We are also aiming to improve customer communication through the use of data. Using the "Smart Receipt Service," a receipt management application that delivers electronic receipts to smartphones (Toshiba Tec Corporation), we have begun offering electronic receipt services to the users of the official Parco app "POCKET PARCO" at some shops. POCKET PARCO users can check the receipts for the purchases made through the app and aggregate them simply by scanning the bar code at the register.

Digital art/experience-based media

We utilize XR*1 as a "hands-on media device" that sends out ART/CULTURE/FASHION as a three-dimensional image including an environmental presentation using digital art that utilizes AR.

3D creative contents created by computers are displayed on smartphones as if they were present on the spot. Such virtual showcase is offered on the 5th floor.

* 1 XR is a generic term for VR (Virtual Reality), AR (Augmented Reality), and MR (Mixed Reality).



AR experience (AR compatible glasses were installed when opened)

Original curation for incubation

For the curated sales zones GEYSER PARCO and PORT PARCO designed to incubate next-generation fashion

designers and brands, PARCO produces interiors and fixtures, and provides collective cash registers and common fitting rooms to make it easier to open new shops. In GEYSER PARCO and PORT PARCO, we opened the first directly managed shops of tenants who previously did not have a real shop.

As a model for reducing environmental impact

The efforts at Shibuya PARCO including:

- ① "Creation of attractive outdoor spaces such as a rooftop plaza and an elevated walkway;"
- ② "Introduction of high-efficiency energy systems based on a gas cogeneration system;" and
- ③ Promotion of the efficient use of energy through digital communication

have been highly evaluated and selected as a "Leading Sustainable Building Project (CO_2 Reduction Leader)" by the Ministry of Land, Infrastructure, Transport and Tourism. As part of these efforts, Shibuya PARCO's "present" content, which visualizes the "comfort of the external environment" and the "energy use status of the building," is disseminated through digital signage to revitalize the elevated walkway leading from the 1st floor above the ground to the rooftop plaza (SPIRAL WALK) and the outdoor plazas and to promote the effective use of energy in the entire building.

We also created an environment that makes it easier for people to stroll about by improving walkways around the site and plazas on the premises and thereby expanding space for walkers. In addition, we will contribute to the revitalization of local communities by holding a wide range of events linked to local communities in the outdoor plazas, as well as events in a variety of genres including fashion shows, music, and food events.



