

COLUMN

Reaching the Premium and Inspiring Consumer Segment

Experiences that Resonate with Personal Values
Help Relationships Evolve

The J. Front Retailing Group defines its “premium and inspiring consumer segment” as individuals who cherish their own values and personal preferences, and who favor consumption that offers high-quality and emotionally enriching experiences and stories. We explore the initiatives aimed at creating corporate value by building relationships with this consumer segment.

“Roji,” meaning “alley” in Japanese, in the VIP lounge created as part of the expansion and renovation in the fall of 2025. It creates a sense of transition within the space. (GINZA SIX)



02 Unlocking the “Essence”

A one-of-a-kind experience created by GINZA SIX

GINZA SIX, one of the largest mixed-use commercial complexes in the Ginza area, satisfies visitors’ intellectual curiosity and sensibilities through its world-class lineup and unique experiences found nowhere else.

One of them is the members-only program held in the VIP lounge. Covering a wide range of themes, including art, traditional culture, cuisine, and crafts, the program offers special experiences with leading creators, fostering new sensibilities and aesthetic perspectives through high-quality learning and interaction. The VIP lounge underwent an expansion and renovation in September 2025, and continues to pursue even more refined and interactive experiences.

Inside the facility, we host art projects in collaboration with leading creators, including large-scale art installations in the iconic atrium. With the project “A Tree,” we go beyond simply displaying a finished work; we also present the creative process itself, showing how the materials, which serve as the starting point, transform and unfold within the space. When visitors unexpectedly encounter art or high-quality products, it sparks new insights and broadens their sensibilities.

GINZA SIX continues to evolve as a shopping destination that embodies the concept of “Life At Its Best” and attracts visitors from around the world.



A corner within the VIP lounge designed for guests to enjoy interaction and conversation.



“A Tree” is an art project that has been underway for about three years since the spring of 2025. Chairs designed based on inspiration drawn from the forests in Yoshino and the forestry sites adorn the interior of the building.

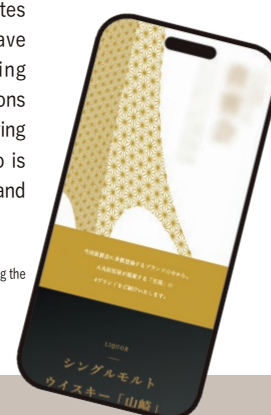
01 Deepening “Relationships”

A space and time just for you, created by gaisho

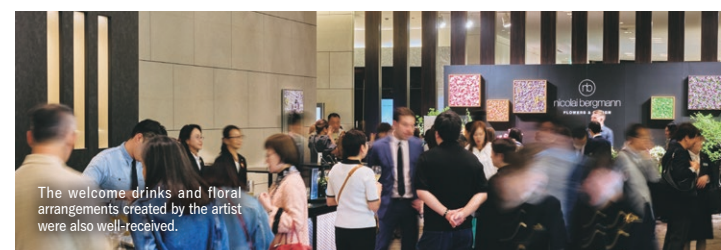
Gaisho, which has long been the backbone of the Department Store Business and accounts for approximately 30% of its total sales, will continue to play a key role in our future growth strategy. Based on deep relationships of trust with our customers, gaisho has consistently made proposals tailored to their values and preferences. Now, our efforts to build relationships with customers are entering a new phase.

At events exclusively for gaisho customers, we curate a selection of carefully chosen products in a sophisticated, extraordinary setting, weaving in experiences created through collaborations with leading figures in various fields, including luxury brands and artists, to create moments that truly lift the spirit. Through opportunities to engage with the philosophy behind the brands and products, as well as through a unique hospitality experience found nowhere else, customers discover value that resonates with their own sensibilities. Thanks to these efforts, the events have continued to set new sales records, and in addition to deepening relationships with existing customers, it has also helped forge connections with new ones. The relationship between gaisho and customers is evolving in a space and time that go beyond shopping, from one where gaisho is simply “the one chosen” to one where gaisho and its customers “share and create value together.”

Great care is also taken in designing the communication strategy, such as showcasing the product’s story on a dedicated website featuring high-quality design.



A special room featuring a curated collection of exquisite pieces. A space that stands in a class of its own was created.



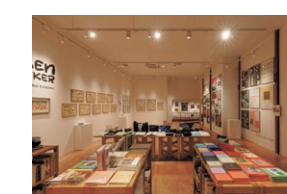
The welcome drinks and floral arrangements created by the artist were also well-received.



Experiences that transcend product categories, such as premium whiskey tasting and sales events, were offered.



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© Hirohiko Araki & LUCKY LAND COMMUNICATIONS / Shueisha, JoJo’s Bizarre Adventure THE ANIMATION PROJECT



03 Spreading “Resonance”

The global niche embodied by Shibuya PARCO

Shibuya PARCO underwent a large-scale renovation spanning approximately 80 sections through the fall of 2025. By reinterpreting the words of Parco’s founder, MASUDA Tsuji, “Under (De)Construction,” we are working to create new value while adapting to the changing times.

We curate the floor layout to present luxury and up-and-coming fashion brands as a cohesive narrative, creating a world that deeply resonates with visitors’ sensibilities. Furthermore, by developing floors dedicated to IP content, including games and anime originating in Japan, we offer unique experiences that can only be found here. As a “place where visitors can take home memorable experiences,” it attracts fans from both Japan and abroad and creates a strong sense of purpose.

As an exemplar of “global niche,” Shibuya PARCO offers visitors more than just shopping experiences; they encounter and connect with cultures that resonate with their personal values and interests, sharing these experiences with others. Shibuya PARCO is increasingly establishing itself as a destination that draws people seeking the stories and experiential value it offers.

Viewing Shibuya PARCO as “part of the entire community,” we have created a world where diverse elements resonate with one another. From top: THE★JOJO WORLD, COMME des GARÇONS, BRAIN DEAD STUDIOS SHIBUYA, NONLECTURE books/arts