

# History of Daimaru



Founder Hikoemon Shokei Shimomura



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 ■ Hikoemon Shokei Shimomura 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.
- Daimaru flagship store “Daimonjiya” opened in Funaya-cho, Higashinotoin, Kyoto.
- 1743 ■ Edo (Tokyo) store opened at Odenma-cho 3-chome, Nihonbashi, Edo.
- 1837 ■ 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.
- Established the first “Dyeing Laboratory & Hygienic Laboratory” (present Consumer End-Use Research Institute) in the department store industry in Osaka store (present Shinsaibashi store).
- 1928 ■ 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 Peacock Stores).
- 1983 ■ Adopted a corporate identity system (CIS) and created a new logo.
- 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.
- The annex to Fukuoka Tenjin store of Hakata Daimaru grand opened with increased floor space.
- 1999 ■ Out-of-store sales reform started.
- Store-based sales reform started.
- The “Customer’s View” project started.
- 2000 ■ Personnel system reform started.
- Back-office functions reform started.
- 2002 ■ Established Daimaru’s environmental philosophy.
- Introduced a new merchandise information system.
- 2003 ■ Hakata Daimaru and Nagasaki Daimaru merged.
- Sapporo store opened.
- Launched a new customer information system.
- 2005 ■ The 2nd store-based sales reform started.
- 2006 ■ New personnel system reform started.
- Newly formed Planning Office for New Umeda Store.
- 2007 ■ LaLaport Yokohama store opened.

September 3, 2007 The Daimaru, Inc. and Matsuzakaya Holdings Co., Ltd. established

- Urawa Parco store opened.
- Tokyo store moved to a new building and opened in first phase.