History of Matsuzakaya

1611 - Genzaemon Sukemichi Ito, a son of Ranmaru Sukehiro Ito who served Nobunaga Oda, 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 Jirozaemon Ito.

(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 - Introduced 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.”

Niigata store moved to Minamisumachi (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.

1966 - Established Matsuzakaya Kimono Museum in Kyoto.

1971 - Held a huge sale on live animals on the roof of Ginza store.

1972 - Okazaki store opened.

1972 - Built an annex to Ginza store and opened an underground passage leading to Ginza subway station.

1974 - Added a north wing to Nagoya store.

1974 - Nagoya Station store opened.

1979 - Takatsuki store opened.

1991 - Issued Matsuzakaya My Card.

Niigata store added a south wing to consist of three buildings.

1993 - Established “Matsuzakaya Museum” in the south wing of Nagoya store.

1995 - Established a corporate philosophy.

1995 - Put up a website and opened an online shop.

1998 - 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 - Niigata 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.”

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