

To the press and whom it may concern

October 26, 2016
J.Front Retailing Co., Ltd.
Mori Building Co., Ltd.
L Real Estate
Sumitomo Corporation

Toward the Next Stage of a Global Ginza
The Largest Retail Facility in the Ginza,
“GINZA SIX” will be Born on April 20, 2017
with 241 brands of world-class quality

The “Ginza 6-chome District 10 Category 1 Urban Redevelopment Project,” which is currently proceeding development targeting construction completion at the end of January 2017, has decided upon the facility name of “GINZA SIX.” Furthermore, J.Front Retailing Co. Ltd., Mori Building Co., Ltd., L Real Estate, and Sumitomo Corporation have decided upon April 20, 2017 as the grand opening date for the retail facility that will be born from this project.

G S I X

G I N Z A S I X

Epic scale and quality born from redevelopment

As an area of concentrated commercial activity that incorporates cutting-edge innovation while also continuing Japan’s great tradition and history, the Ginza area is a symbol of Japan. Right in the center of this one of a kind area, “GINZA SIX,” which at approximately 47,000 m² boasts the largest area for a retail facility in the Ginza area, will be born. This is not an isolated replacement of the Matsuzakaya Ginza department store: The epic scale produced by redeveloping two blocks, including the surrounding area, will become a world-class commercial space that brings together a wide range of 241 brands in the largest retail facility in Ginza. With a full length (frontage) of approximately 115m facing the Chuo-dori, which is a symbolic main avenue of the Ginza area, there are large 2 to 5–story flagship stores for six world-class luxury brands whose distinctive façades create a new face of the Ginza area.

Concept: Life At Its Best

GINZA SIX has been created under the concept "Life at Its Best." Everything you will find at the GINZA SIX – from cutting-edge style and true luxury to unique services and an inspiring environment – will be offered at the highest level. GINZA SIX's aim is to make sure that every experience in the facility will be fulfilling and creative.

The brand slogan: “Where Luxury Begins, What is the luxury of tomorrow?”

The brand slogan of GINZA SIX is “Where Luxury Begins, What the World Wants Next.”

As Japan has developed into a mature society, the concept of luxury does not simply mean expensive or high class, but items and experiences of the highest value that enrich life. For people who want “Life at its Best,” GINZA SIX creates unique spaces and features that can be found nowhere else in the world and epitomizes the idea of “New Luxury.”

We are making new history in Ginza. Please look forward to the birth of “GINZA SIX” on April 20, 2017.

GINZA SIX BRAND SLOGAN

Where Luxury Begins

What is the luxury of tomorrow?

What will be precious to us
every day, at work and play?

GINZA SIX has the answer.

An oasis of inspiration, interaction, and discovery.

A unique space that reveals the future,
introducing new dimension in luxury
for the world to explore.

The Meaning of “GINZA SIX”

We aim to be a six-star project that builds on the pride and history of the Ginza area

The name GINZA SIX expresses our determination and pride in carrying on the history and innovative character of the one and only Ginza area, existing alongside it while also giving it new value. Our name proudly shows that we are a symbol of Ginza 6-chome and also illustrates that we are a six-star establishment where products and services that satisfy all five senses come together, and inspire joy and satisfaction that transcend those senses.

A logo that expresses a prestige whose luster will not fade with time

Our impressive logo, which reflects the unwavering core of the spirit of the Ginza area, was designed by Kenya Hara.

In highly minimalist fashion, the “GSIX” logo brings together letters that have a powerful visual and geometric character. With its firm axis and intimate presence, this logo functions as a symbol of a project that includes high quality brands, products and services. It is a logo design with a prestige whose luster will not fade with time.

G S I X



Kenya Hara

Born in 1958 in Okayama. President and Representative Director of Japan Design Center and a Professor at Musashino Art University.

Kenya Hara has produced many projects that are deeply rooted in Japanese culture such as the opening and closing ceremonies of the 1998 Nagano Winter Olympics and the official poster of the 2005 World Expo in Aichi, Japan. He is currently engaged in projects that emphasize designs for objects and for activities.

Retail Facility

A retail facility is born, featuring the largest area in the Ginza, Japan's most celebrated shopping district

241 stores will open in a 47,000 m² retail facility, the largest of its kind in the Ginza area. We have curated a lineup of stores that include fashion brands from collections across the world, making it a place where customers can visit to understand the now of Japan and feel the latest world trends. With a full length (frontage) of approximately 115m facing the Chuo-dori, the main avenue of Ginza area, there are large 2-5 story flagship stores for six world-class luxury brands as their flagship stores whose distinctive façades create a new face of the Ginza area.

Aside from fashion, there are also a range of lifestyle products to add color to your home life and luxurious restaurants and cafés. In addition, the elegant space, membership program, exquisitely attentive service, and creative art and events make for a fulfilling experience for all visitors.

- ◇ Opening date : April 20, 2017
- ◇ Retail facility area : Approx. 47,000 m² *Includes passages in common area and other
- ◇ Number of stores : 241 stores (merchandise sales 210, restaurants 24, services 7)
- ◇ Floor composition:
 - B2 Food items
 - B1 Cosmetics & Beauty
 - 1-5 Fashion, accessories, lifestyle goods, cafes, etc.
 - 6 Book store, restaurants, etc.
 - 13 (part) Restaurants, banquet hall, etc.
- ◇ Business hours :
 - Merchandise sales/services 10:30AM-8:30PM
 - Restaurants 11:00AM-11:30PM *Different for some restaurants

A store lineup featuring flagship stores that make their presence felt

GINZA SIX will have stores from 241 notable brands with the power to send their messages. More than half of these, 122 stores, are flagship stores – stores that provide service of a higher quality than anywhere else, that are faster than anywhere else, and that invest in a richer range of products than anywhere else, and thus occupy a special position with respect to a brand. This is a representation of the vitality of the Ginza area, which attracts attention from the whole world, and GINZA SIX, which is about to be born there. There are also 81 stores that will be opening in the Ginza area for the first time and 65 stores that will be developing a new business format at GINZA SIX.

Precisely because this is an age where goods are bought online, we feel that the tangible space of GINZA SIX, which allows customers to experience unique spaces and services will produce value. Staking the Ginza area's reputation and the pride of the flagship stores, they can freely display their brand philosophies and worldviews and rise with GINZA SIX to develop and meet various challenges.

*See "Appendix" for a complete list of stores



*Some stores overlap across categories

“High quality space design with a story” by Gwenael Nicolas



Central open ceiling space (artist's impression)



Interior (artist's impression)

Interior design of common area in the retail facility is directed by Gwenael Nicolas of Curiosity Inc. To make this huge 47,000 square meter commercial space comfortable for visitors, we have created a space that prioritizes human emotion and physical experience.

Inspired by the narrow alleyways that can still be found in Ginza or Kyoto, we are planning to arrange this area to be fun to stroll around. We also studied the lighting effects of shoji screens or andon oil lampstands, which are the common features of Japanese architecture, to create lighting designed to move through the area like wind. With a priority on creating a high-quality space throughout, we have insisted on using only the finest materials. This high quality common area will enhance the appeal of each store.



Gwenael Nicolas

Born in 1966 in France. Studied interior design at the E.S.A.G in Paris, and industrial design at the RCA in London. He is active in wide range of industries including architecture, cosmetics and graphic design. Recently, he has been involved in the store design of prestige brands overseas.

Art programs in collaboration with world famous artists and creative professionals that are filled with creative energy and surprising elements.

GINZA SIX will collaborate with world famous artists and creative professionals to exhibit art pieces and installations in several locations in the facility that will engage and fascinate viewers.

The Central Atrium of the facility will exhibit large-scale modern exhibitions directed by Fumio Nanjo, the Director of Mori Art Museum. The opening exhibit will be an installation by the avant-garde artist Kusama Yayoi.

Two 12-meter-height wall spaces, collectively named the Living Wall, will display two works of art that have the linked concept. One wall is by botanist and artist Patrick Blanc, an art piece made up of plants native to Japan. The second wall will be designed by teamLab – a group of digital technology experts – that will display digital art that is programmed to change every 24 hours for 365 days.

Central Atrium: Featured Artist



©YAYOI KUSAMA

Avant-garde Artist
Yayoi Kusama

Living Wall Artists



Botanist/Artist
Patric Blanc

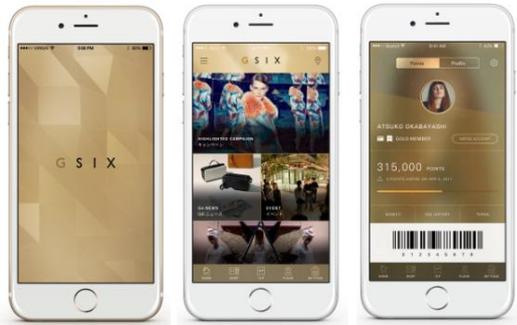


Digital Technology Experts
teamLab

A membership program that lets visitors enjoy shopping

The “GINZA SIX app” is a mobile app that makes shopping experience at GINZA SIX more exciting. Anyone can download the app for free and use it to receive the latest news or navigate your way around the facility. It also includes a wide range of functions, including a point card function, a system for enabling reservations for services, and a system for applying to events participations.

There are also two types of GINZA SIX credit cards (with annual fee) that offer premium services according to the card type and the amount of purchase.



“GINZA SIX” app screen image



“GINZA SIX card” image

Left: Prestige card (annual fee ¥50,000)
Right: Gold card (annual fee ¥5,000)

Premium service that lets customer experience One-to-One service

“LOUNGE SIX”: A high quality lounge providing a luxurious space and service

“LOUNGE SIX” is a special lounge for our loyal customers. It is always staffed by a concierge who speaks multiple languages to provide customers with One-to-One service. In addition to special menus that we develop in collaboration with the restaurants in GINZA SIX and personal styling and makeup services, we are also planning to sponsor cultural events.

The space was designed by Hiroshi Sugimoto and Tomoyuki Sakakida of New Material Research Laboratory and features an original design only possible in Japan that applies modern detail to traditional materials, producing a space that has the feeling of a new Japanese aesthetic sense.



New Material Research Laboratory Co., Ltd.

New Material Research Laboratory was established in 2008 by Hiroshi Sugimoto and Tomoyuki Sakakida.

They approach design based on their conviction that creating architecture using old materials is the newest method of architectural design.



Hiroshi Sugimoto



Tomoyuki Sakakida

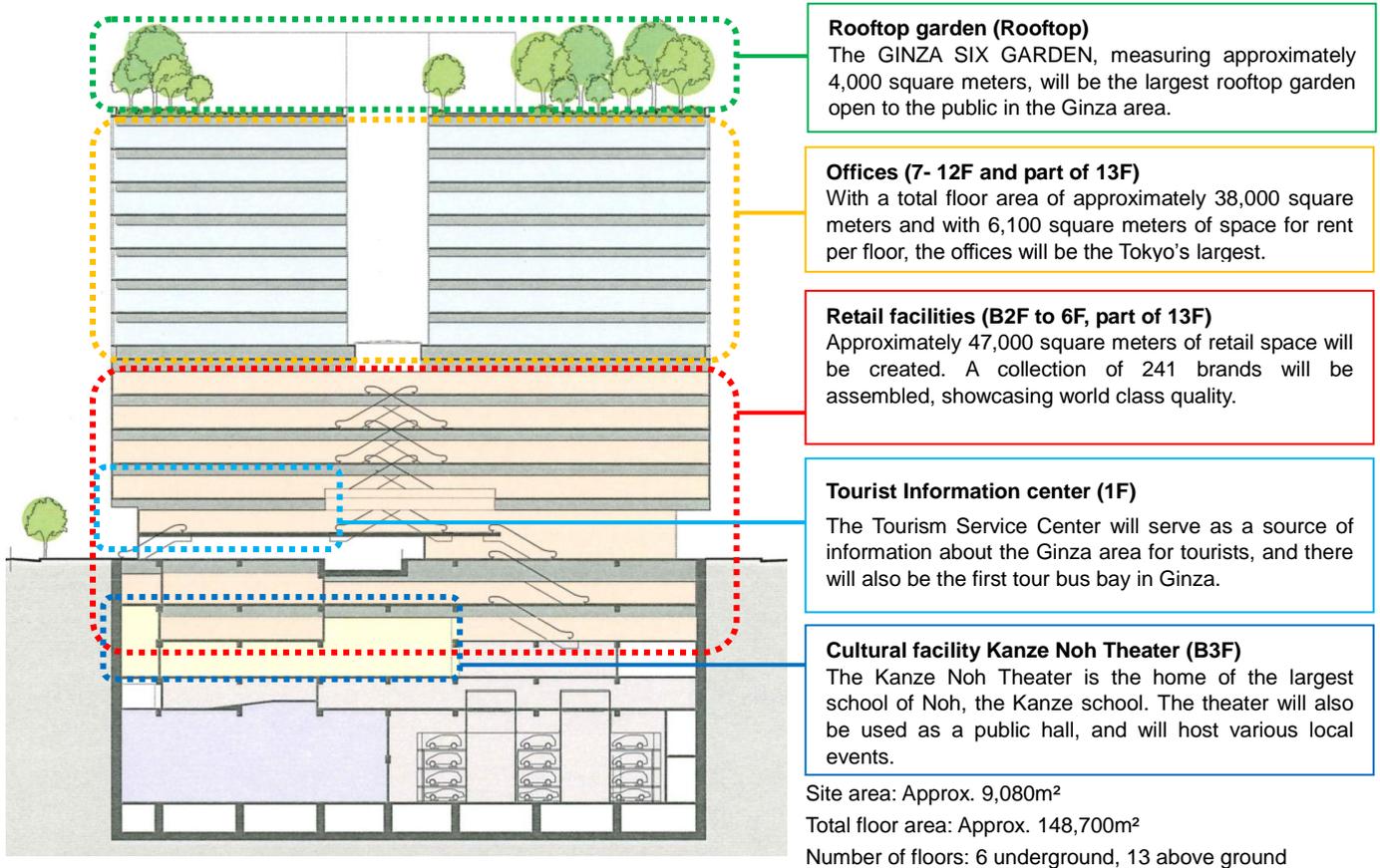
Introducing the first valet parking in the retail facilities in Ginza area

For the first time in Ginza retail facilities, GINZA SIX is introducing valet parking (for a fee) which customers are familiar with from hotels and overseas luxury shopping malls. We provide refined and detailed service from the moment we greet you until the moment we see you off.

GINZA SIX Outline

Large-scale mixed-use facility with world class quality and culture

GINZA SIX is an urban redevelopment project that will unify the 1.4 hectares encompassed by the former site of the Matsuzakaya Ginza store (Ginza 6-chome block 10) with the adjacent block (Ginza 6-chome block 11). With retail facilities housing 241 brands, large-scale offices, and the Kanze Noh Theater cultural facility, GINZA SIX will be one of the largest mixed-use facility in the Ginza area. Additionally, with a tour bus bay, rooftop garden open to the public, and designated areas for commuters who are unable to return home in the case of natural disasters, the facility will give back to the local community, providing convenience and comfort, while also contributing to disaster measures.



Architecture that enhances the charm of Ginza's history and beauty

To create architecture that gives a new face to Ginza, Yoshio Taniguchi has taken on the role of preliminary and exterior design, teaming up with Kajima Corporation to bring his designs to life. The facades, inspired by eaves and store curtains, embody traditional Japan, while creating an appearance that is welcoming to all visitors. In the future, if the stores or trends change, the store curtains can easily be switched out to make for a fresh image.

Inspired by the idea that "architecture should be a medium that allows the subject to shine", the design as a whole, including the facades, has been kept as simple as possible in order to bring attention to the individual store designs, or "blossoming flowers." As for literal flowers, the relatively sparse alcoves will be decorated with scrolls and flower arrangements befitting the season, so that visitors can enjoy the changes of the seasons, a central part of traditional Japanese culture.



GINZA SIX Exterior image



Yoshio Taniguchi (Yoshio Taniguchi and Associates)

Born in 1937. After studying architecture at Harvard University, he gained experience working under Kenzo Tange. His most notable works include Tokyo Sea Life Park, the Horyu-ji Treasure Building at Tokyo National Museum, the Museum of Modern Art in New York, and the Heisei Chishin Building at the Kyoto National Museum.

Cultural center: Kanze Noh Theater (B3F)

A new theater from the Kanze Noh school; a beacon of Japanese traditional culture

This 480-seat, 1,600 square meter theater will serve as the base for the Kanze school, the largest in Japan's Noh theater tradition. The theater is intended as a beacon of Japanese traditional culture that heightens Ginza's presence as an international tourist destination. It will also be open to the local community as an event venue. In the event of a disaster, it can serve as temporary accommodation for stranded commuters.



* Differs from actual theater

Tourism base (Tourist Service Center/Tour Bus Bay) (1F)

An international hub for commerce and tourism

The Tourist Service Center will act as a convenient one-stop location for travelers from Japan and abroad, supplying tourist information and ticketing, currency exchange, de-tax counter, baggage storage, parcel delivery services, and a convenience store that stocks a curated range of souvenirs. The adjoining cafe will also act as a space where travelers can mingle. In addition, a tourist bus station will face onto Mihara Street. The facility will form an international commercial and tourism hub that contributes to the whole Ginza area by offering functions that make it the "gateway to Ginza."



Tourist Service Center image



Tour Bus Bay image

GINZA SIX GARDEN (roof garden)

Ginza's largest rooftop garden, a 4,000 square-meter space open to the community

An urban garden that expresses a feeling of closeness to the natural environment, and acts as a haven for leisurely interaction among visitors to Ginza. Seasonal events are also planned.



Roof garden image

Offices (7-12F/part of 13F)

Tokyo's largest single-floor rental spaces

The upper floors of the facility house seven office levels with a total office floor space of around 38,000 square meters. The single-floor rental area (standard floor) is largest in Tokyo, at around 6,100 square meters. With its view down onto Chuo Street and 100-meter-plus floor plate, this top-class office environment will accommodate around 3,000 office workers in the center of Ginza.



Office Sky Lobby image

* The information in this release is as of 26th October, 2016 and is subject to change.

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Appendix (1)

Company Profile: GINZA SIX Retail Management Co., Ltd.

GINZA SIX Retail Management Co., Ltd. was established jointly by core J.Front Retailing Group firm Daimaru Matsuzakaya Department Stores, along with Mori Building, L Real Estate and Sumitomo Corporation. The company will handle the leasing and service promotion, facility management planning and other pre-opening operations, and general post-opening business operations for retail facilities at the Ginza 6-10 District Category 1 Urban Redevelopment Project.



J. FRONT RETAILING Co., Ltd.

Daimaru Matsuzakaya Department Stores Co., Ltd.

As a firm that has retail as its core business, the company intends to play a proactive role in the project, drawing on its know-how in areas such as marketing, product and services, and leveraging the resources of the J. Front Retailing group.

Mori Building Co., Ltd.

Mori Building is an all-round developer that aims to “create and nurture the city.” The company will leverage its extensive experience with developing and managing properties, including the know-how accrued in the development and town management of Roppongi Hills, to create a captivating facility that is buzzing with excitement.



L Real Estate

As the global real estate investment and development firm sponsored by the LVMH Group and Groupe Arnault and part of L Catterton, focusing on luxury retail-driven mixed-use projects, the company will contribute its specialized knowledge of iconic commercial development projects to this project.



Sumitomo Corporation

The company intends to deploy the experience and expertise accumulated through its building and housing businesses via wide-ranging real estate projects in Japan and overseas, including redevelopments such as Harumi Island Triton Square and retail facility developments, including Terrace Mall Shonan.

Company Overview

Company name: GINZA SIX Retail Management Co., Ltd.

(Changed from former company name G6 Retail Management Co., Ltd. in October 2016)

Business: Preparations for opening of retail facilities at Ginza 6-chome redevelopment project, contracted management of facility after opening
Tenant leasing
Overall tenant management
Service promotion planning and operation
Planning and implementation of facility management plan
General operations, purchasing management

Established: 2nd February, 2015

Capital: JPY25 million

Investors: Daimaru Matsuzakaya Department Stores, Mori Building, L Real Estate, Sumitomo Corporation

President: Kazuaki Mizuno

Qualifications: Real Estate Business, Governor of Tokyo (1), License No. 97612

Head Office: 5th Floor, Sun Building, Ginza 5-13-12, Chuo-ku, Tokyo

Appendix (2)

Ginza 6-10 District Category 1 Urban Redevelopment Project Plan Summary

District Name:	Ginza 6-10 district (Chuo-ku, Tokyo)
Business Model:	Category 1 Urban Redevelopment Project
Project Executor:	Ginza 6-10 District Urban Redevelopment Partnership
Number of Partnership members:	15 (as of October 2016)
Location:	6-10-1 Ginza, Chuo-ku, Tokyo
Facility Overview:	
Development area:	Approximately 1.4ha
Use:	Retail stores, offices, cultural and exchange facilities, district heating and cooling facilities, parking
Site Area:	Roughly 9,080 square meters
Number of floors:	6 underground, 13 above ground
Building height:	Around 56m
Total floor area:	Roughly 148,700 square meters
Structure:	Steel frame, reinforced concrete, steel reinforced concrete
Design:	Ginza 6-chome District Urban Redevelopment Plan Design Collective (Kajima Corporation, Yoshi Taniguchi and Associates)
Exterior design oversight:	Yoshio Taniguchi, Yoshio Taniguchi and Associates
Construction:	Kajima Corporation
Public facilities etc.:	Tour bus bay
	* Roads created on public land by rejoining city-owned roads within the district to Mihara Street: Underground passage beneath Azuma Street Roof garden and others

Project History and Future Schedule

Feb 2003:	Ginza 6-chome City Planning Council established
Apr 2010:	Ginza 6-chome District Urban Redevelopment Preparation Partnership founded
Dec 2011:	City planning decision
Dec 2012:	Ginza 6-chome District Urban Redevelopment Partnership established, business approval granted
June 2013:	Right conversion plan approved
July 2013:	Demolition of existing buildings begun
Apr 2014:	Construction of main structure begun
Jan 2017:	Planned completion of main structure
April 20, 2017:	Planned opening of retail facilities

