

**A store specializing in delivering outstanding Japanese products,
ideas, and services to the world**
ISETAN The Japan Store Kuala Lumpur
Opened on Thursday, October 27, in Kuala Lumpur!

Isetan Mitsukoshi Holdings, in collaboration with Cool Japan Fund opened ISETAN The Japan Store Kuala Lumpur on Thursday October 27 in Malaysia. ISETAN The Japan Store is a new specialty store that delivers Japanese lifestyles and aesthetics to international customers. The store is located within LOT 10, a shopping center in the heart of Malaysia's capital.

Based on the concept of "Real Japan," the Japan Store aims to be a cultural bridge between Japan, and customers from Malaysia and all across ASEAN.

On the morning of the grand opening, a tape-cutting ceremony was conducted with a performance by a Japanese violinist Ikuko Kawai. Approximately 1,000 customers waited in line as the store officially opened its doors.



[The Opening Day Ceremony]



■ Opening Ceremony The Tape-cutting Atmosphere

The tape-cutting ceremony was participated by Nobuyuki Ota, CEO of Cool Japan Fund Inc.; Aiko Shimajiri, member of the Cabinet Office; Makio Miyagawa, the Japanese Ambassador to Malaysia; and Hiroshi Ohnishi, president and CEO of Isetan Mitsukoshi Holdings Ltd.

*Photo : (from left to right) Kazumi Murose, urushi artist and national living treasure; Atsuko Nishigaki, director of the Creative Industries Division, Ministry of Economy, Trade and Industry; Tan Sri Dato (Dr) Francis Yeoh, managing director of YTL Corporation Berhad; Hiroshi Ohnishi, president and CEO of Isetan Mitsukoshi Holdings Ltd.; Makio Miyagawa, Japanese ambassador to Malaysia; Aiko Shimajiri, member of the Cabinet Office; Nobuyuki Ota, CEO of Cool Japan Fund Inc.; and Maya Furuie, store manager of ISETAN The Japan Store Kuala Lumpur.



■ Comments by Hiroshi Ohnishi, president and CEO of Isetan Mitsukoshi Holdings Ltd., upon the opening of the store

"It is very exciting for us to open the ISETAN The Japan Store Kuala Lumpur in Malaysia finally, which introduce pure Japanese quality to all over the world. Lot10 is the first department store we opened in Kuala Lumpur 26years ago, 1990.

As I have worked in Kuala Lumpur for 4 years from the beginning of 1990, I have a special attachment for this store opening.

Malaysia is a very attractive market where many people come from Southeast Asian and Middle East countries. Therefore I wish this project would be a great success.

We staged the "JAPAN SENSES" campaign and thereby played a role in connecting customers with Japanese production regions. Now, right here in Malaysia, through collaboration with Cool Japan Fund and with help from Japan's Ministry of Economy, Trade and Industry, the Japan External Trade Organization, the Japan National Tourism Organization, the Government of Malaysia, as well as many of our business partners, we're ready to show the Japanese exceptional craftsmanship, culture, and services (*omotenashi*) at our fully renovated LOT 10 store in Kuala Lumpur to the world.

We sincerely hope that people in all over the world will discover new Japanese culture and remarkable products at this Japan store and our staff will serve to contribute to build a bridge between Malaysia and Japan.

<Media Inquiries>

Public Relations, Corporate Communications Staff, Isetan Mitsukoshi Holdings Ltd.

Tel: +81(0)3-6205-6003 Fax: +81(0)3-6205-6009

【Floor Atmospheres】 For each floor, we have selected and here introduce representative products and services that symbolize The Japan Store.



● **LGF THE MARKET**

Experience seasonal flavors

This floor offers authentic Japanese flavors that convey the changing four seasons, as well as modern culinary specialties that are created using the state of the arts food technology.



● **GF THE MUSEUM**

Experience the ultimate Japan

This floor defines the rich diversity of Japanese cultures that includes fashion, art and technology.



● **1F THE STUDIO**

Experience fashion live

THE STUDIO showcases Japan's famous fashion and acts as an information hub for fashionistas of ASEAN.



● **2F THE ROOM**

Experience the grateful lifestyle

The shops on this floor exhibit beautiful and wholesome Japanese living styles.



● **3F THE CUBE**

Experience an inspiring culture

Through three different areas; "feel," "know," and "create," visitors can experience Japanese culture that exhilarates both the mind and body.

【PR images, videos, and releases can be downloaded.】

A full press kit with PR materials such photo images, videos, and press release articles can be downloaded from below URLs.

1) Reception party on Wednesday, October 26, and grand opening on Thursday, October 27

<http://www.image.net/isetanthejapanstoreopen>



2) On-site press conference on Thursday, September 22

<http://www.image.net/isetanthejapanstore>



3) ISETAN The Japan Store movies

■ **Japanese Sweets** <https://youtu.be/hnwOGnZu-6k>

■ **Pop Culture** <https://youtu.be/1yng1HPz5N8>

■ **Living National Treasure / Kazumi Murose**
https://youtu.be/7nhp_Z5aUC0



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