





Vision

Excite
Design
Create

Fashion, theater, film, publishing, music, art. We have long expressed through culture the beauty of living and the splendor of being free.

And we have constantly explored the potential of the imagination to fashion the future.

Sharing excitement in tune with the times. Drawing and designing with belief in sensibility. Creating, with the focus on people, place, and connection.
To change the world with excitement beyond imagining—this is our new vision for the future.

We will join with the next generation to forge a new era by connecting together diverse individualities and sensibilities driven by the imagination and passion of individuals.

With sensibility, we will change the world.

<https://www.parco.co.jp/en/about/vision/>

Purpose

To Change the World with Sensibility

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Message

Our vision is to “Excite, Design, and Create” — to change the world with excitement beyond imagination — and our purpose is to “Change the world with sensibility” creating a new era together with the next generation.

Since PARCO’s founding, we have expressed the wonderful nature of living with beauty and freedom by uniquely compiling countercultures in fashion, theater, film, publishing, music and art. We have provided alternative value not bound by mainstream thinking to the younger generation at PARCO stores throughout the country.

We believe the essence of PARCO lies in these words left by our founder as his management philosophy: “Enjoy your work, involving the people around you.” Continuing in these footsteps, we will create a new era while expanding the ideas and worldviews of diverse individuals nationwide, including business partners and creators. We will continue our journey with the question of what values to provide society as our unwavering core.

August 2026



Kenji Kawase
President and Representative Director



History of Value Creation

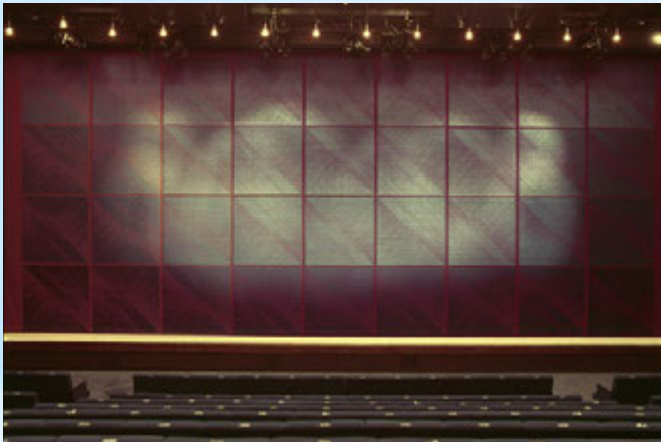
Era of PARCO Founding

- 1969 Opened Ikebukuro PARCO
- 1973 Opened Shibuya PARCO
Opened PARCO Theater formerly named Seibu Theater
- 1974 Started Parco Publishing
Launched a culture magazine Bikkuri Hausu (Surprise House)
- 1975 Opened Sapporo PARCO
- 1977 Launched marketing information magazine ACROSS Monthly
Communicating art culture information
Hosted "Wall Paint" event outside of Shibuya PARCO



Ikebukuro PARCO

Theater



PARCO Theater

Era of PARCO Development

- 1980 Opened Kichijoji PARCO
Started ACROSS fixed-point observation
Launched open competitions, the Nippon Graphic Exhibition and the Nippon Object Exhibition
- 1981 Opened Shibuya PARCO PART 3
- 1988 Opened Shibuya CLUB QUATTRO, a live music venue
Launched free paper Gomes
- 1989 Opened Chofu PARCO
Opened Nagoya PARCO
- 1993 Opened Hibiya PARCO
- 1994 Opened Ikebukuro P'PARCO
Opened Hiroshima PARCO
- 1998 Opened Nagoya PARCO South Building
- 1999 Opened CINE QUINTO

Music

Shibuya CLUB QUATTRO



Since its initial opening, PARCO has proposed new lifestyles to the public by actively introducing the cutting edge of culture not only in fashion but also in music, the arts, theater, and other areas. By functioning as a space for the creativity of many new people of talent, PARCO has continued to create new value shared by society at large. PARCO's advertisements symbolize these efforts. Through creative work that incorporates the cutting-edge designs, expressive techniques, and copywriting of each era, these ads go beyond mere sales promotion to serve as a form of self-expression for the company, enriching the culture of their time.



"Can West Wear East?"

1979
Art director: Eiko Ishioka
Copywriting: Eisuke Sugimoto
Photography: Kazumi Kurigami



"How many hours did you live yesterday?"

1985
Art director: Tsuguya Inoue
Copywriting: Takashi Nakahata
Photography: Tenmei Kanoh



"Might as well become a beauty"

1998
Art director: Gugi Akiyama
Copywriting: Shigesato Itoi
Photography: Enrique Badulescu



"Without you here, everyone will be lonely"

1991
Art director: Tsuguya Inoue
Copywriting: Takashi Nakahata
Photography: Eiichiro Sakaguchi

Era of PARCO Evolution ▶

- 2001 Opened Hiroshima PARCO New Building
- 2007 Opened Shizuoka PARCO
Opened Urawa PARCO
- 2008 Opened Sendai PARCO
- 2010 Opened Fukuoka PARCO
- 2011 Started a female creative talent-led culture event Shibukaru Festival
- 2014 Opened Fukuoka PARCO New Building
Launched PARCO Corporate Message "SPECIAL IN YOU."
Released POCKET PARCO, the official app
Opened collaboration cafe THE GUEST cafe & diner
- 2016 Opened Sendai PARCO2
- 2017 Opened PARCO_ya Ueno
- 2018 Revival open of CINE QUINTO
Started support for the NEW VIEW AWARDS,
which honors VR content by next-generation creators

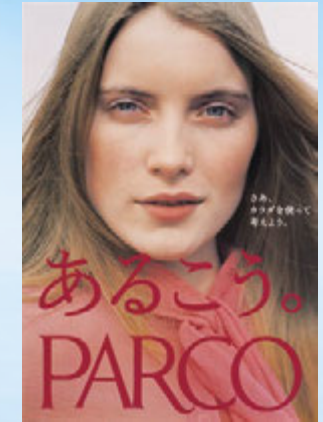
Movies



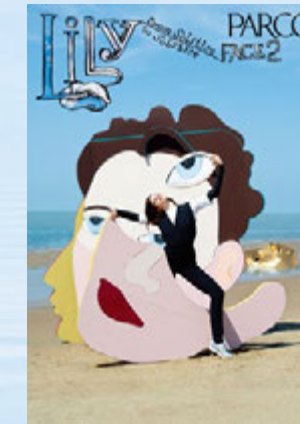
CINE QUINTO



"PARCO SAYS,"
2005
Art director: Michihiko Yanai
Copywriting: Yoshihiro Yamamoto
Photography: Toyotaro Shigemori



"Let's walk. PARCO"
2008
Art director: Gugi Akiyama
Copywriting: Mika Kunii
Photography: Mikiya Takimoto



"Lily, from Solstice to Solstice"
2014
Art director: M/M (Paris)
Photography: Viviane Sassen



"Shibuya PARCO Last Dance"
2016
Art director: Tsuguya Inoue
Copywriting: Junpei Watanabe
Photography: Ryota Atarashi



Shibuya PARCO



"Let go, Let in"
2026
Art director/photography: Kin Chan Coedel

Era of PARCO Transformation ▶

- 2020 Opened Shinsaibashi PARCO
Started the P.O.N.D. (Parco Opens New Dimension) cultural festival
- 2023 Opened HAB@Kumamoto
Started the game business
Started ONLINE PARCO, a co-creation e-commerce site
- 2025 Began issuing the PARCO Card
Established PARCO GAMES, a game label
- 2026 Opened the newly renovated THE GUEST CAFE BY PARCO, a collaboration cafe
Opened HAERA
Opened the newly renovated SPACE PART 3 by PARCO, a hub for video content

Medium-term Business Plan (FY2024-2026)

PARCO is working to increase earnings and grow by focusing resources on core PARCO stores. Looking toward the future, we will explore new areas including development with priority on content developable overseas, and expand our business portfolio.

PARCO’s Growth Strategy

Explore

to 2040

Raise our value in Japan and aim to develop business overseas by 2040. In addition, in the stores business and content business, provide new value to customers that is unique to PARCO.

Overseas Business Development

3

Medium-term Business Plan (FY2024-2026)

Polish the core stores business and entertainment business, create a platform for developing new content, raise the value of the content business in Japan, and further expand the business domain. Moreover, increase the efficiency of corporate functions, promote selection and focus for businesses, and consolidate management resources in mainstay businesses.

Reinforce PARCO Business

Content Business Development

2024-
2026

Stores
Entertainment

Deepen

Priority Strategies ①

Structural Evolution of the Stores Business

- Earnings expansion and growth of core PARCO stores
- Promote structural renovations and major refurbishments of core store buildings
- Promote diversification of earnings by utilizing business sites
- Expand the customer base

Priority Strategies ②

Develop New Business Sites

- Raise area value through the strategic site development of the J. Front Retailing Group
- Promote the Nagoya region strategy
- Opened HAERA, a luxury mall, in June 2026

Priority Strategies ③

Expand Content Business

- Expand entertainment domain by utilizing strengths and uniqueness
- Focus on gaming business and other new businesses
- Expand business areas internationally

Priority Strategies ④

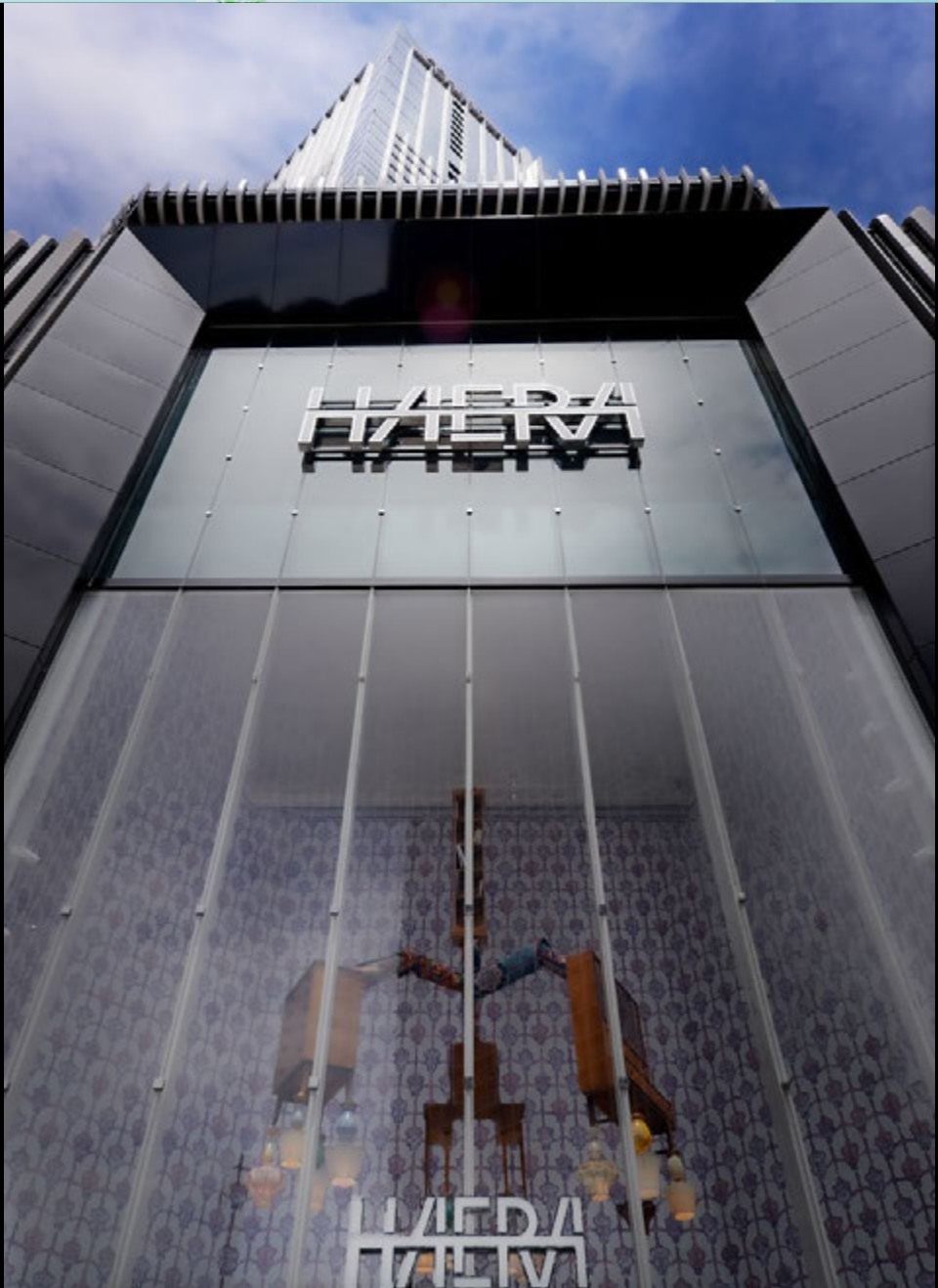
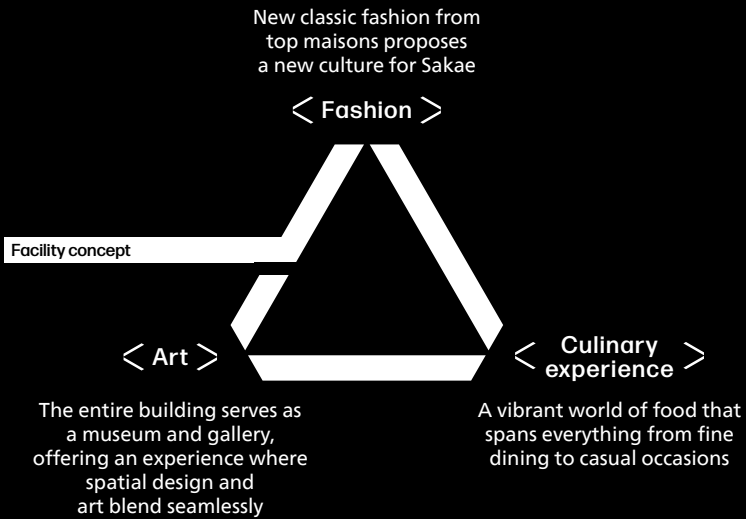
Reorganize and Strengthen Management Base

- Convert to organization that raises business promotion capability
- Strengthen resource allocation to business divisions
- Optimize business portfolio and strengthen human resources foundation

Grand Opening of HAERA on June 11



Facing Hisaya-odori and Otsu-dori, two of Nagoya’s iconic thoroughfares, world-renowned luxury brands are opening large, two-story flagship stores, creating a new landmark in Sakae. In addition to offering new classic fashion and lifestyle concepts that give rise to new cultural trends, HAERA provides venues for new culinary experiences, including restaurants and dessert spots that cater to everything from fine dining to casual occasions.



List of Stores



● Sapporo PARCO



● Sendai PARCO



● Urawa PARCO



● Hibarigaoka PARCO



● Ikebukuro PARCO



● PARCO_ya Ueno



● Kichijoji PARCO



● Shibuya PARCO



● Kinshicho PARCO



● Chofu PARCO



● Shizuoka PARCO



● Nagoya PARCO



● Shinsaibashi PARCO



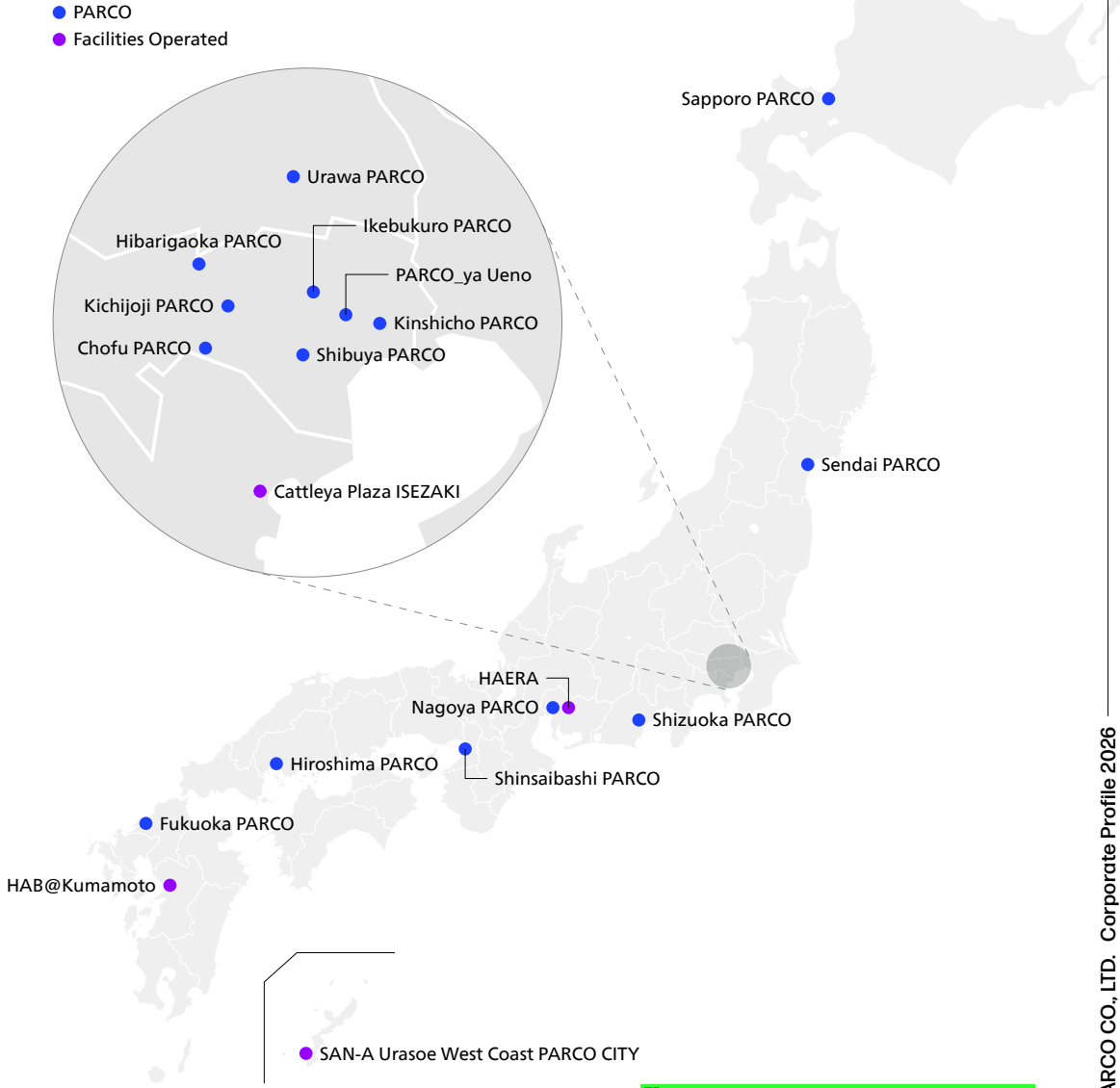
● Hiroshima PARCO



● Fukuoka PARCO

Facilities Operated

- Cattleya Plaza ISEZAKI ● HAERA ● HAB@Kumamoto ● SAN-A Urasoe West Coast PARCO CITY

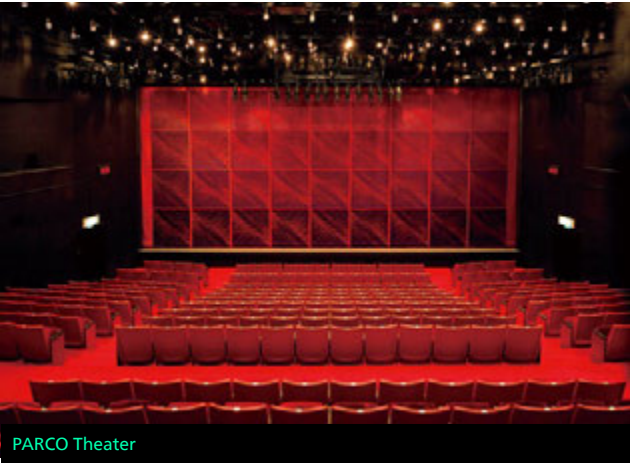


<https://www.parco.co.jp/en/about/business/store/>

Cultural Creation Business

Since its establishment, PARCO has believed in the power of art and provided support for it. Centering on co-produced plays and the publishing business, PARCO has been involved in a wide range of areas, including music, movies, exhibitions, and restaurant collaborations. Joining together a network of creators with new technologies and situations, we will contribute to vitalizing districts and communities and to PARCO's branding.

<https://www.parco.co.jp/en/about/business/entertainment/>



Theater
Plays, musicals, dance performances and other productions are staged at PARCO Theater and other theaters around the country. Quality works are produced with talented creators and highly appealing actors.



Shibuya CLUB QUATTRO
Music
CLUB QUATTRO books up-and-coming Japanese and international artists and provides a top-quality live music experience. We also operate QUATTRO LABO, a music cafe and bar.



WHITE CINE QUINTO
Movies
PARCO operates the movie theater WHITE CINE QUINTO, conducts film distribution, investment, acquisition and production, and shows a wide variety of Japanese and international movies.



GALLERY X BY PARCO
Gallery
We create exhibitions with various content, including art and anime, that visit PARCO stores nationwide and other facilities.



ONE PIECE CAFE GENE, a project of THE GUEST CAFE BY PARCO
Collaboration cafes
We plan and operate collaboration cafes with artists, anime characters and other IP content in Ikebukuro, Shibuya, Nagoya, and Shinsaibashi. The cafes include ONE PIECE CAFE GENE, a collaboration with the TV anime "ONE PIECE" (as of May 2026).



Left: MARTIN MARGIELA IN JAPAN 2026
Right: The World of Shirow Masamune
— "The Ghost in the Shell" and The Path of Creation

Publishing
PARCO focuses primarily on books from cutting-edge artists and creators in Japan and overseas. By collaborating with exhibitions and events, PARCO uses publishing to communicate its culture in a multifaceted way.



PARCO GAMES
Games
Games are a ground for global communication. In August 2025, we launched the game label PARCO GAMES and our game publishing business to sell indie games and expand the appeal of game content, thereby co-creating new value.

List of Facilities



Sapporo PARCO

3-3 Minami-Ichijo Nishi, Chuo-ku, Sapporo-shi, Hokkaido
B2F–8F
OPEN 24 August, 1975
<https://en.sapporo.parco.jp/>

Sendai PARCO

1-2-3 Chuo, Aoba-ku, Sendai-shi, Miyagi
Main Building: B1F–9F
OPEN 23 August, 2008
Sendai PARCO2: 1F–9F
OPEN 1 July, 2016
<https://en.sendai.parco.jp>

Urawa PARCO

11-1 Higashi-Takasago-cho, Urawa-ku, Saitama-shi, Saitama
B1F–7F
OPEN 10 October, 2007
<https://en.urawa.parco.jp>

Hibarigaoka PARCO

1-1-1 Hibarigaoka, Nishi-Tokyo-shi, Tokyo
B1F–5F
OPEN 8 October, 1993
<https://en.hibarigaoka.parco.jp>

Ikebukuro PARCO

1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo
Main Building: B2F–8F
OPEN 23 November, 1969
P'PARCO: B2F–8F
OPEN 10 March, 1994
<https://en.ikebukuro.parco.jp>

PARCO_ya Ueno

3-24-6 Ueno, Taito-ku, Tokyo
B1F–10F
OPEN 4 November, 2017
<https://en.parcoya-ueno.parco.jp>

Kichijoji PARCO

1-5-1 Kichijoji-honcho, Musashino-shi, Tokyo
B2F–8F
OPEN 21 September, 1980
<https://en.kichijoji.parco.jp>

Shibuya PARCO

15-1 Udagawa-cho, Shibuya-ku, Tokyo
B1F–10F
OPEN 22 November, 2019
Shibuya ZERO GATE: B1F–4F
OPEN April, 2011
SR6: 1F-2F
<https://en.shibuya.parco.jp>

Kinshicho PARCO

4-27-14 Kotobashi, Sumida-ku, Tokyo
1F–7F
OPEN 16 March, 2019
<https://en.kinshicho.parco.jp>

Chofu PARCO

1-38-1 Kojima-cho, Chofu-shi, Tokyo
B1F–10F
OPEN 25 May, 1989
<https://en.chofu.parco.jp>

Shizuoka PARCO

6-7 Koyamachi, Aoi-ku, Shizuoka-shi, Shizuoka
B1F–8F
OPEN 15 March, 2007
<https://shizuoka.parco.jp/page/storeinformation/?type=recommend&lang=eng>

Nagoya PARCO

3-29-1 Sakae, Naka-ku, Nagoya-shi, Aichi
West Building: B1F–11F
East Building: B1F–8F
OPEN 29 June, 1989
South Building: B1F–10F
OPEN 6 November, 1998
PARCO midi: 1F–3F
OPEN 27 March, 2015
<https://en.nagoya.parco.jp>

Shinsaibashi PARCO

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka
B2F–14F
OPEN 20 November, 2020
<https://en.shinsaibashi.parco.jp>

Hiroshima PARCO

10-1 Hondori, Naka-ku, Hiroshima-shi, Hiroshima
Main Building: B1F–10F
OPEN 9 April, 1994
Annex: B1F–9F
OPEN 21 September, 2001
<https://en.hiroshima.parco.jp>

Fukuoka PARCO

2-11-1 Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka
Main Building: B1F–8F
OPEN 19 March, 2010
Annex: B2F–6F
OPEN 13 November, 2014
<https://en.fukuoka.parco.jp>

Facilities Operated

Cattleya Plaza ISEZAKI

1-5-4 Isezaki-cho, Naka-ku, Yokohama-shi, Kanagawa
1F–3F
OPEN 8 February, 2012

HAERA

3-25-1 Nishiki, Naka-ku, Nagoya-shi, Aichi
B2F–4F
OPEN 11 June, 2026
<https://en.haera.parco.jp/>

HAB@Kumamoto

5-1 Tetori-honcho, Chuo-ku, Kumamoto-shi, Kumamoto
B1F–2F
OPEN 25 April, 2023

SAN-A Urasoe West Coast PARCO CITY

3-1-1 Irijima, Urasoe-shi, Okinawa
Retail floors: 1F–3F
OPEN 27 June, 2019
www.parcocity.jp.e.ahn.hp.transer.com

Business Sites

PARCO Theater

15-1 Udagawa-cho, Shibuya-ku, Tokyo
Shibuya PARCO 8th floor
OPEN 24 January, 2020
<https://stage.parco.jp/en/parcotheater/>

Shibuya CLUB QUATTRO

32-13 Udagawa-cho, Shibuya-ku, Tokyo
4th floor
OPEN 28 June, 1988
<https://en.club-quattro.com/shibuya/>

QUATTRO LABO

15-1 Udagawa-cho, Shibuya-ku, Tokyo
Shibuya PARCO 1st underground floor
OPEN 22 November, 2019

Nagoya CLUB QUATTRO

3-29-1 Sakae, Naka-ku, Nagoya-shi, Aichi
Nagoya PARCO East Building 8th floor
OPEN 29 June, 1989
<https://en.club-quattro.com/nagoya/>

Umeda CLUB QUATTRO

8-17 Taiyui-cho Kita-ku, Osaka-shi, Osaka
Plaza Umeda 10th floor
OPEN 13 April, 2012
<https://en.club-quattro.com/umeda/>

Hiroshima CLUB QUATTRO

10-1 Hondori, Naka-ku, Hiroshima-shi, Hiroshima
Hiroshima PARCO Main Building 10th floor
OPEN 1 December, 2001
<https://en.club-quattro.com/hiroshima/>

SPACE PART 3 by PARCO

20-11 Udagawa-cho, Shibuya-ku, Tokyo
Shibuya Mitsuba Building 7th floor
RENEWAL 1 September, 2026
<https://en.shibuya.parco.jp/shop/detail/?cd=031466>

WHITE CINE QUINTO

15-1 Udagawa-cho, Shibuya-ku, Tokyo
Shibuya PARCO 8th floor
OPEN 22 November, 2019

Gallery

Inside Sapporo PARCO, Sendai PARCO, Shibuya PARCO, Ikebukuro PARCO, Shizuoka PARCO, Nagoya PARCO, Shinsaibashi PARCO Hiroshima PARCO and Fukuoka PARCO

THE GUEST CAFE BY PARCO

Inside Shibuya PARCO, Ikebukuro PARCO, Nagoya PARCO and Shinsaibashi PARCO

“A-Z Homage to Takenobu Igarashi,” an Exhibition with PARCO and Takenobu Igarashi



PARCO held an exhibition to showcase the work of Takenobu Igarashi, a designer and sculptor who was active on the global stage.

PARCO's relationship with Igarashi dates back to the PART3 project at Shibuya PARCO held in 1981. Igarashi designed signage, shopping bags, and in-store graphics, and the Igarashi logo created through this process continues to be cherished as a design that symbolizes PARCO's culture.

PARCO PART3

In 2025, PARCO organized an exhibition to mark the 50th anniversary of Sapporo PARCO's opening and to celebrate the connection with Igarashi, a native of Hokkaido. It showcased a diverse range of works, including sculptures and graphic designs inspired by the letters of the alphabet from A to Z.

During the 2026 touring exhibition at Shinsaibashi PARCO, the project extended beyond the store itself to the surrounding neighborhood; for example, by installing building-block benches featuring the Igarashi logo along Midosuji Avenue.



Artworks are displayed throughout the building, both inside and out, in locations such as display windows, floors, and staircases

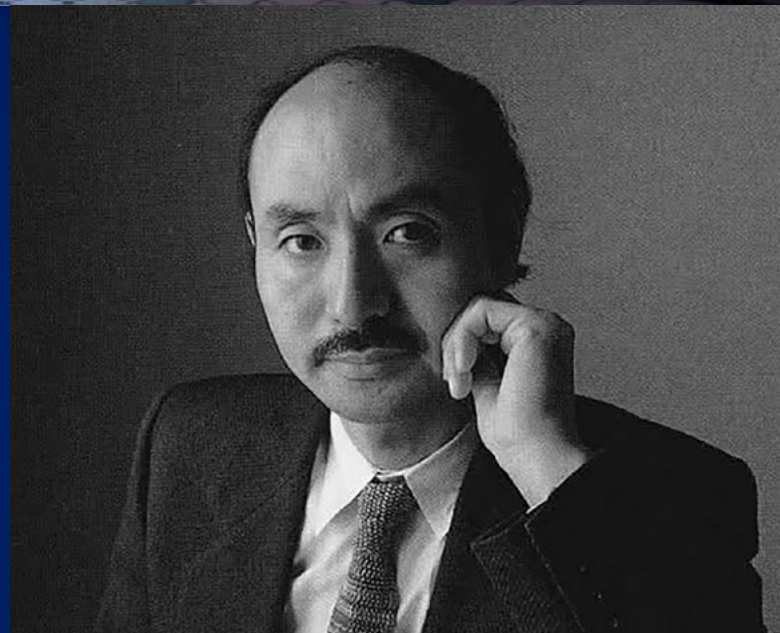


The visitor staircases from the second basement level to the seventh floor are reimagined as a gallery to display two- and three-dimensional works.

Takenobu Igarashi

1944 - 2025

Born in Hokkaido. A designer and sculptor. Traveled to the U.S. after graduating from Tama Art University's Design Department. Completed a master's degree program at the University of California, Los Angeles (UCLA). His major works include the Museum of Modern Art in New York calendar, as well as logos for Shibuya PARCO PART3, Calpis, Meiji Dairies, and Suntory, in addition to product designs that make full use of the techniques of local industries throughout Japan. In the 1980s, he created alphabet sculptures using a variety of materials.



A work that was actually exhibited at the original Shibuya PARCO in 1981, before it was rebuilt

Renovation Projects

In fiscal 2026, PARCO carried out major renovations at Shinsaibashi PARCO, Ikebukuro PARCO, Nagoya PARCO, and Sendai PARCO.

Shinsaibashi PARCO

A large-scale renovation covering approximately 50 units and about 2,000 tsubo, the first of its kind since the facility opened, is currently underway. Through a phased renovation, Shinsaibashi PARCO is incorporating cutting-edge brands from Japan and abroad, as well as new experiential offerings, evolving into a destination where visitors can discover something new with every visit.



Shinsaibashi PARCO 1st underground floor
World of Flight Osaka



Shinsaibashi PARCO 2nd floor
TomWood



Shinsaibashi PARCO 6th floor
SEGA STORE OSAKA



Production: Tsuribu Tokyo

Ikebukuro PARCO

Ikebukuro PARCO is currently undergoing its largest renovation to date, covering approximately 80 units and 2,600 tsubo. Centered on PARCO's strengths in fashion and pop culture, we are curating the building by assigning a specific concept to each floor, evolving it into a new space that resonates with increasingly diverse values.



Ikebukuro PARCO Main Building 3rd floor
A.P.C.



Ikebukuro PARCO Main Building 1st floor
POTR



Ikebukuro PARCO Main Building 2nd underground floor
CAPCOM STORE IKEBUKURO

Digital Promotion

We create content that resonates with people’s sensibilities. Using websites and social media, we showcase PARCO’s appeal and new value to audiences both in Japan and abroad.

FASHIONSNAP
MONAKO x Ikebukuro PARCO
| 2026 SPRING COLLECTION



PARCO PEOPLE
Interview | Tom Wood — Mona Jensen



PARCO official Instagram
PARCO MUSEUM TOKYO
“Yoshitoshi Kanemaki
Emergence Entity”
PR Video

Game Business

We promote content production that encompasses game publishing for both domestic and international markets, the development of experiential IP such as puzzle games, and the development of products and events, including e-commerce initiatives. Through collaborations with creators and partners, we are bridging the gap between physical spaces, such as retail stores, and the digital world to expand the appeal and universe of our games.



Nova Antarctica

Set in a post-apocalyptic Antarctic, this survival adventure challenges you to gather resources and craft tools using a crafting and building system as you strive to reach the South Pole while surviving the harsh environment.

Release date: January 29, 2026 JST

Developer: RexLabo

©PARCO ©RexLabo

<https://en.games.parco.jp/page/novaantarctica/>

PARCO GAMES

南極計画

1

Constance

2

南極計画

Constance

The Berlin Apartment



1 南極計画

2 Constance

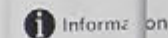
3 The Berlin Apartment



©Blue Backpack

The Berlin Apartment

3



ハルコは、
ゲームのために
何かできるか。

[illegible]

Gate 1-3

**PARC
GAME**



©Blue Backpack

FINDING POLKA

Finding Polka

©PARCO ©lidlocks

DEPERSON

<https://www.depersonthegame.com/>

渋谷スペイン坂／編集室

Shibuya Spainzaka Studio

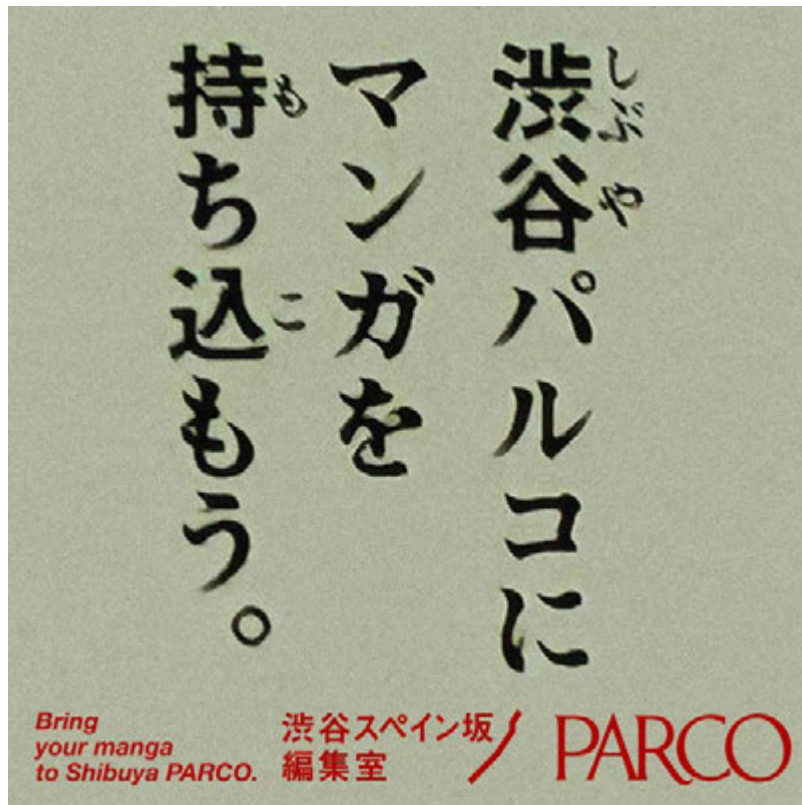
PARCO and Kodansha have launched a joint project called Shibuya Spainzaka Studio, which aims to create new experiential value based on storytelling. This initiative combines Kodansha's editorial expertise, relationships with authors, and knowledge of publishing and distribution with PARCO's capabilities in planning and developing events, exhibitions, and merchandise in urban spaces and stores. It aims to expand the experience beyond simply reading a story to include going to see it, participating, picking it up, and becoming passionate about it. We plan to launch a manga magazine in the winter of 2026.





Shibuya Spainzaka Studio Special Event

In collaboration with Shibuya PARCO's CHAOS CULTURE GEEK project, themed around playfulness and geek culture



Manga Submission Event Bring your manga to Shibuya PARCO

At the GATE pop-up space on the 1st floor of Shibuya PARCO, members of the studio accepted submissions of manga and provided feedback on the works.



Live Painting at the Shibuya PARCO Sing Street Art Wall

Reiji Fukitsu, a manga artist and illustrator, has used spray art to depict a collective portrait of the people who gather and cross paths in Shibuya.



Live Talk Event

On air from the street with Shibuya Spainzaka Broadcasting Studio

This talk event was held at the same venue as the manga submission event. We welcomed guests active in a variety of fields and, under the theme "Manga talk we want to hear from that person," delved deeply into the topic and discussed it thoroughly from the studio's unique perspective.

Awards

“Hamnet,” a movie distributed by PARCO

Academy Awards: Best Actress
Golden Globe Awards:
Best Motion Picture (Drama) and
Best Actress in a Motion Picture (Drama)

©2025 FOCUS FEATURES LLC.



Shibuya PARCO

28th Developer Award chosen by Tenants
• Second Prize • Fighting Spirit Award



PARCO HAPPY HOLIDAYS 2024

Transit Advertising Awards 2025:
Station Poster Category, Excellent Work Award
67th Japan Magazine Advertising Awards:
Category 1 Pure Advertising, Gold Award

PARCO by the Numbers

(As of February 28, 2026)

 Gross sales*

¥354.0 billion

 Ratio of female managers

27.4%

 Total number of shops in all PARCO stores
(As of March 1, 2026)

2,029 shops

 Employees

710

 Ratio of employees taking childcare leave

100.0%

 Number of POCKET PARCO app downloads

Approx.
2.57 million downloads

 Male to female ratio

50:50

 Number of PARCO stores
(As of March 1, 2026)

15 stores

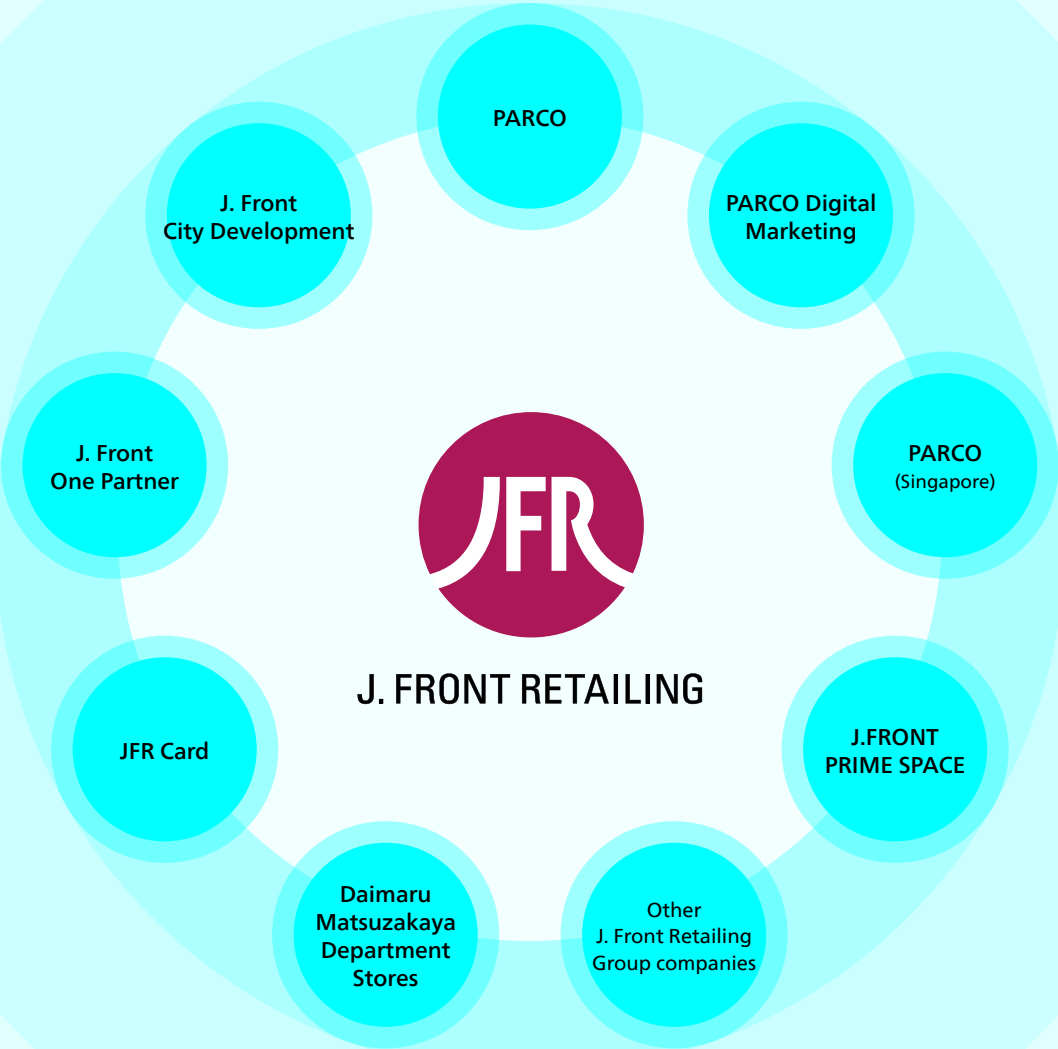
 Recycling rate at PARCO stores

74.4%

* Gross sales are tenant transaction volume at PARCO stores plus entertainment business sales and real estate leasing income

As a Member of the J. Front Retailing Group

PARCO is one of the core members of the J. Front Retailing Group and through collaboration in promotions with Daimaru Matsuzakaya Department Stores, in building and development with J. Front City Development, and in customer relations management with JFR Card, we are not only developing business on our own but also helping to raise the corporate value of the Group.



PARCO DIGITAL MARKETING

PARCO Digital Marketing CO., LTD.

A technology company supporting some 5,000 commercial facilities nationwide

PARCO Digital Marketing carries out a digital marketing business that pivots on the PICTONA® service, which combines Web CMS with groupware, and a DX business that supports the use of digital technology, such as digital signage, by stores. In 2024, it released the wezero® service in support of ESG management. Going forward, the company plans to launch DX services that will raise the productivity of store operations and diversify revenue streams and provide further value to local businesses and people.



PICTONA® supports customer attraction and management at commercial facilities

PARCO (Singapore) Pte Ltd



Supporting PARCO’s expansion of its overseas business by leveraging the expertise and network built up primarily in Singapore

Based in Singapore, PARCO (Singapore) Pte Ltd has been promoting the global expansion of PARCO and high-quality Japanese culture and content. One example of this is the expansion of THE GUEST CAFE BY PARCO—a collaboration cafe operating in Japan that welcomes various guest themes to offer a memorable experience where content and customers come together in a special encounter, stimulating the five senses through carefully curated, authentic menus and venue-exclusive original merchandise and giveaways—into the Southeast Asian region through multiple IPs. Going forward, in response to the further acceleration of PARCO’s overseas expansion, the company will further strengthen its support system for business growth throughout Asia.

About PARCO

Corporate Profile (As of February 28, 2026)

<https://www.parco.co.jp/en/about/>

Company Name	PARCO CO., LTD.
Headquarters	1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo 171-0022, Japan
Head Office	Shibuya First Place Bldg. 8-16 Shinsen-cho, Shibuya-ku, Tokyo 150-0045, Japan
Founded	February 13, 1953
Paid-in Capital	¥34,367 million
Parent Company	J. FRONT RETAILING Co., Ltd.
Employees	710

Organization Chart

<https://www.parco.co.jp/en/about/organization/>

Corporate History

<https://www.parco.co.jp/en/about/history/>

1953	Feb.	Established Ikebukuro Station Building Co., Ltd.	2002	Apr.	Opened Shibuya ZERO GATE
1954	Oct.	With the capital participation of Marubutsu Co., Ltd., the company shifted operations from the management of the Ikebukuro Station Building to the operation of department stores	2007	Mar.	Opened Shizuoka PARCO
				Oct.	Opened Urawa PARCO
1957	May	Changed company name to Tokyo Marubutsu Co., Ltd.	2008	Aug.	Opened Sendai PARCO
	Dec.	Started operation of department store under the name Tokyo Marubutsu	2010	Mar.	Opened Fukuoka PARCO
1969	Nov.	Opened Ikebukuro PARCO	2017	Nov.	Opened PARCO_ya Ueno
1970	Apr.	Changed company name to PARCO CO., LTD.	2019	Mar.	Opened Kinshicho PARCO
1973	Jun.	Opened Shibuya PARCO		Jun.	Opened SAN-A Urasoe West Coast PARCO CITY
1975	Aug.	Opened Sapporo PARCO		Nov.	Opened the new Shibuya PARCO
1980	Sept.	Opened Kichijoji PARCO	2020	Mar.	Became wholly owned subsidiary of J. FRONT RETAILING Co., Ltd.
1988	Aug.	Stock listed on the 1st Section of the Tokyo Stock Exchange			Delisted from Tokyo Stock Exchange
1989	May	Opened Chofu PARCO		Sept	Real estate business (excluding some portions) transferred from Daimaru Matsuzakaya Department Stores Co., Ltd.
	Jun.	Opened Nagoya PARCO		Nov.	Opened Shinsaibashi PARCO
1993	Oct.	Opened Hibarigaoka PARCO	2023	Mar.	Development business (excluding some portions) transferred to J. Front City Development Co., Ltd.
1994	Apr.	Opened Hiroshima PARCO	2026	Jun.	Opened HAERA

PARCO

www.parco.co.jp/en/