



PARCO

PARCO CO., LTD.

CORPORATE PROFILE 2024



Vision

Excite Design Create

Purpose

To Change the World with Sensibility

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Fashion, theater, film, literature, 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/>

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. We hope to realize PARCO’s unique character with our sights on the forefront of the era to build a better relationship with society.

Since PARCO’s founding, we have expressed the wonderful nature of living with beauty and freedom through countercultures in fashion, theater, film, literature, music and art. And through these countercultures, we have provided alternative value to the mainstream to the younger generation at PARCO stores throughout the country.

We have joined together with local partners where PARCO stores and other business sites are located and with creators and innovators who travel between Japan and other parts of the world. At our respective locations, we create friendships with people who share our sense of individuality and value. This is the purpose of PARCO.

Exploring the potential of the imagination to create the future, we will change the world and create a new era with the younger generation through PARCO’s individuality and values.

















March 2024

Kenji Kawase
Representative Director, President and Executive Officer

History of Value Creation: 55 Years of PARCO

<p>1969 ▶ Opened Ikebukuro PARCO</p> 	<p>1975 ▶ Opened Sapporo PARCO</p> 	<p>1989 ▶ Opened Chofu PARCO</p> 	<p>1993 ▶ Opened Hibiya PARCO</p> <p>1994 ▶ Opened Ikebukuro P'PARCO</p> <p>1994 ▶ Opened Hiroshima PARCO</p> 	<p>2001 ▶ Opened Hiroshima PARCO New Building</p> <p>2005 ▶ Opened Pedi SHIODOME</p> <p>2007 ▶ Opened Shizuoka PARCO</p> <p>2007 ▶ Opened Urawa PARCO</p> 	<p>2008 ▶ Opened Sendai PARCO</p> 	<p>2014 ▶ Opened Fukuoka PARCO New Building</p> <p>2016 ▶ Opened Sendai PARCO2</p> <p>2016 ▶ Opened itadakimasu by PARCO (Singapore)</p>	<p>2019 ▶ Opened Kinshicho PARCO</p> 	<p>2020 ▶ Opened Shinsaibashi PARCO</p> 
<p>1973 ▶ Opened Shibuya PARCO</p> 	<p>1980 ▶ Opened Kichijoji PARCO</p> <p>1981 ▶ Opened Shibuya PARCO PART 3</p> <p>1984 ▶ Opened Matsumoto PARCO</p>	<p>1989 ▶ Opened Nagoya PARCO</p> 	<p>1998 ▶ Opened Nagoya PARCO South Building</p>	<p>2010 ▶ Opened Fukuoka PARCO</p> 	<p>2017 ▶ Opened PARCO_ya Ueno</p> 	<p>2019 ▶ Opened the new Shibuya PARCO</p> 	<p>2023 ▶ Opened HAB@Kumamoto</p> 	

1970s	1980s	1990s	2000s	2010s	2020s
Era of PARCO Founding	Era of PARCO Development		Era of PARCO Evolution		Era of PARCO Transformation

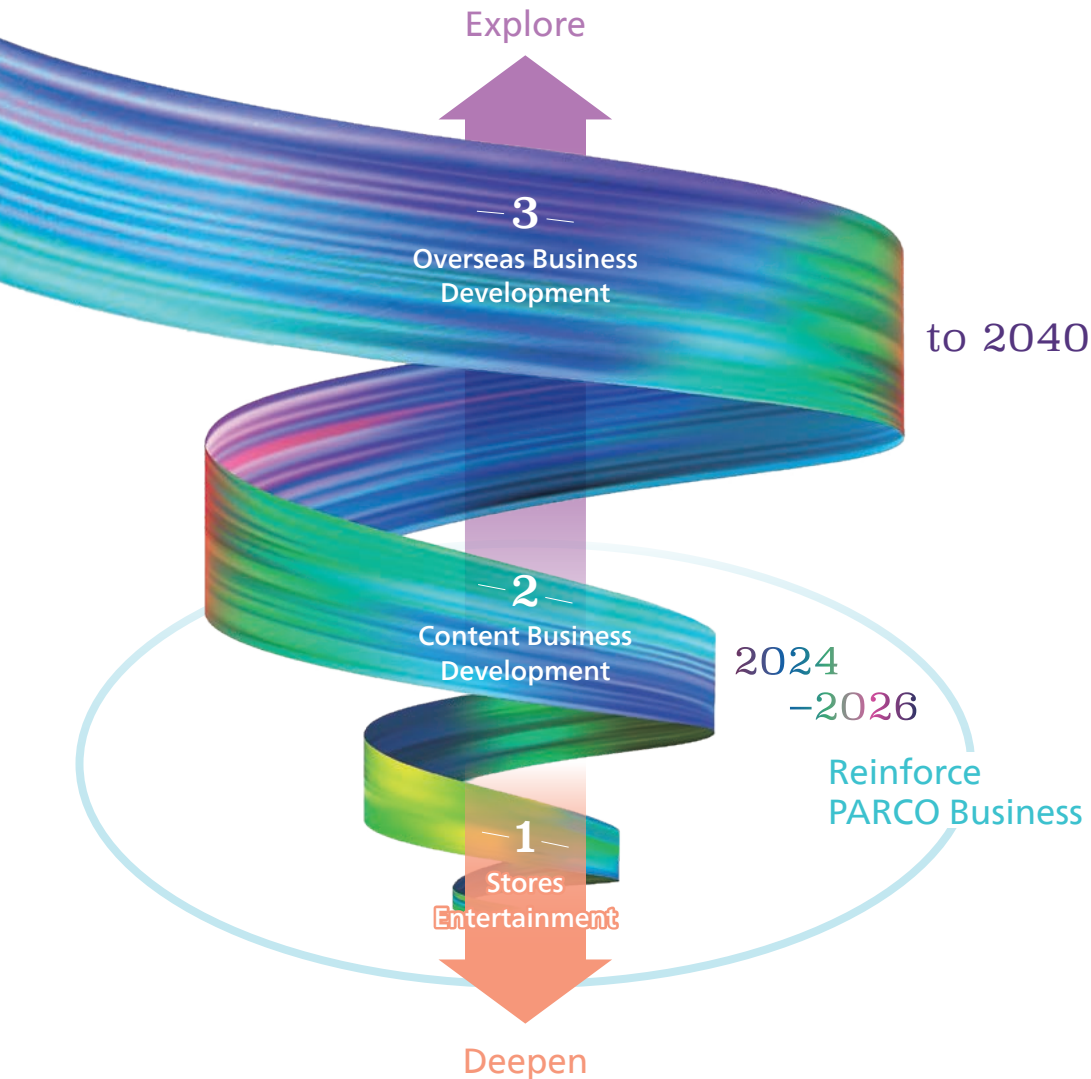
High economic growth	Stable growth	High Consumption society	Bubble economy	The Heisei Recession (the lost decade)	Surpassed Izanagi economic boom (Japan's rapid growth period from 1965 to 1970)	Worldwide recession	Low growth	Abenomics	Covid-19 pandemic
<p>1973 ▶ Opened PARCO Theater (formerly named Seibu Theater)</p>  <p>Photo by Atsushi Nishimura</p> <p>1974 ▶ Started Parco Publishing</p>  <p>1974 ▶ Launched a culture magazine Bikkuri Hausu (Surprise House)</p>	<p>1977 ▶ Launched marketing information magazine ACROSS Monthly</p>  <p>1977 ▶ Communicating art culture information Hosted "Wall Paint" event outside of Shibuya PARCO</p> 	<p>1980 ▶ Started ACROSS fixed-point observation</p>  <p>1980 ▶ Launched open competitions, the Nippon Graphic Exhibition and the Nippon Object Exhibition</p> <p>1988 ▶ Opened Shibuya CLUB QUATTRO, a live music venue</p>  <p>1988 ▶ Launched free paper Gomes</p>	<p>1999 ▶ Opened CINE QUINTO</p>  <p>2011 ▶ Started a female creative talent-led culture event Shibukarru Festival</p>  <p>2013 ▶ Started support for Asia Fashion Collection</p> 	<p>2014 ▶ Launched PARCO Corporate Message" SPECIAL IN YOU."</p> <p>2014 ▶ Released POCKET PARCO, the official app</p>  <p>2014 ▶ Opened collaboration cafe THE GUEST cafe & diner</p>  <p>2014 ▶ Launched crowd-funding service BOOSTER</p> 	<p>2018 ▶ Revival open of CINE QUINTO</p>  <p>2018 ▶ Started support for the NEW VIEW AWARDS, which honors VR content by next-generation creators</p>	<p>2020 ▶ Launched the SkiMa working space</p> <p>2020 ▶ Started the P.O.N.D. (Parco Opens New Dimension) cultural festival</p> <p>2020 ▶ Started location service business to provide shooting location to movie producers</p> <p>2021 ▶ Started the Welpla medical and wellness mall</p> 	<p>2023 ▶ Started the game business</p>  <p>2023 ▶ Started ONLINE PARCO, a co-creation e-commerce site</p> 		

Medium-term Business Plan (FY2024-2026)

PARCO 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 for the PARCO business, including development with priority on content developable overseas, and expand our business portfolio.

PARCO's Growth Strategy



to 2040

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

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.

Priority Strategies ①

Structural Evolution of the Stores Business

- Earnings recovery and growth of core PARCO stores
- Promote diversification of earnings as business development sites
- Expand the customer base

Priority Strategies ③

Expand Content Business

- Expand entertainment domain by utilizing strengths and uniqueness
- Focus on digital entertainment business (games, etc.) and wellness business

Priority Strategies ②

Develop New Business Sites

- Raise area value through the strategic site development of the J. Front Retailing Group
- Nishiki 3-chome 25th Block Plan (tentative name) in Nagoya; scheduled opening in summer 2026

Priority Strategies ④

Reorganize and Strengthen Management Base

- Convert to organization that raises business promotion capability
- Strengthen resource allocation to business divisions