

New Nagoya PARCO building, PARCO midi, to open on March 27

All four tenants confirmed

PARCO CO., Ltd. (PARCO) today announced the opening date, name, and confirmed tenants of the new building located adjacent to Nagoya PARCO's West and East Buildings.

<p>Building name <u>Nagoya PARCO midi</u></p> <p>Opening date and time <u>12:00p.m. Friday March 27, 2015</u></p>

PARCO
midi



Design image of Nagoya PARCO midi

■ About the name

Midi is a blend of [middle] and [mini], reflecting the new building's location at the center point between Nagoya PARCO's West, East, and South Buildings and—at three stories—its relatively compact size.

■ Concept

Midi is a new-style compact store that seeks to create a new community zone (a place to meet) with the aim of revitalizing the surrounding area by encouraging foot traffic.

Facing a side street that runs between Otsu-dori and Hisaya Odori, the new building's location creates a new sense of enjoyment and excitement in strolling through the area. With a combination of fashion-attuned stores and popular restaurants, PARCO midi aims to present a space that brims with light and the bustle of people in daytime hours. From early evening until nightfall, with a lighting plan that blends with the light from the surrounding area, the building will encourage commuters to stop by on their way from work and thereby contribute to enlivening the Sakae area in the evening too.

■ Tenants – four stores (three making their Nagoya debut, one new-style offering)

A large-scale select fashion store, highly attuned to trends (across two levels in maisonette style)

- ① **Opening Ceremony** – Fashion-attuned select shop from NY (Nagoya-area debut)

Hawaiian pancake store that sparked a worldwide pancake boom (maisonette style)

- ② **Eggs 'n Things** - Casual restaurant created in Hawaii under the concept of the All Day Breakfast (Nagoya-area debut)

Fantasy concept restaurants and oyster bar on the top floor

- ③ **Alice on the Silver Screen** - A concept restaurant inspired by Lewis Carroll's Alice's Adventures in Wonderland (Nagoya-area debut)





- ④ **Oyster Ocean Area** – An original new-style specialist oyster bar for the Nagoya area

■ **Building management**

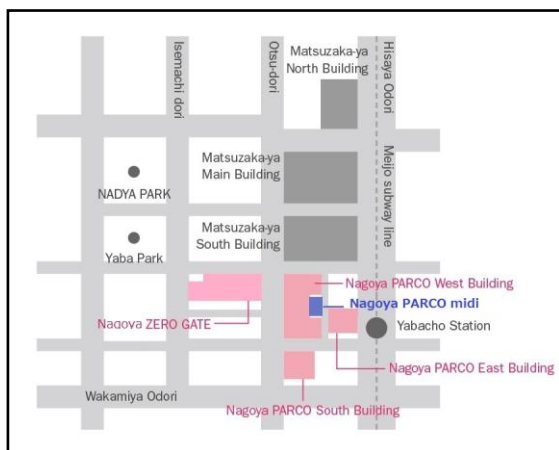
While Nagoya ZERO GATE, which opened in October 2014 as part of PARCO's urban-style shopping complex development and management business, is managed as an independent building, PARCO midi will be integrated with the three existing buildings and will provide common services (car-park sales service and PARCO Card benefits). It is also intended to enhance foot traffic and customer buying behavior together with the existing buildings.

■ **Overview of Nagoya PARCO midi**

Name	Nagoya PARCO midi
Address	3-29-11 Sakae, Naka-ku, Nagoya-shi, Aichi Prefecture, Japan
Building scale	Three above-ground floors
Opening	12:00 p.m. Friday, March 27, 2015

Floor	Store logo	Store name	Item	Overview
1 st & 2 nd floors (misonette)		Opening Ceremony (Nagoya-area debut)	Ladies' & men's fashion, sundry items	Fashion-attuned Select shop from NY
1 st & 2 nd floors (misonette)		Eggs 'n Things (Nagoya-area debut)	Café/restaurant	Casual restaurant created in Hawaii under the concept of the All Day Breakfast
3rd floor		Alice on the Silver Screen (Nagoya-area debut)	Fantasy restaurant	A concept restaurant inspired by Lewis Carroll's Alice's Adventures in Wonderland
3rd floor		Oyster Ocean Area (New business category)	Restaurant	A new business category comes to the Nagoya area with the arrival of this specialist oyster bar

Reference: Area map



Design image of Nagoya PARCO midi

