

August 20 2013

PARCO Co., Ltd

**For Immediate Release**

## **Hiroshima ZERO GATE to open on October 10 2013 Tenants also confirmed**

PARCO Co., Ltd. ("PARCO") announced today that its new Hiroshima ZERO GATE complex will open on October 10, 2013 in Hiroshima Toho Building, a new building currently being developed by Toho Co., Ltd. Details of Hiroshima ZERO GATE's new tenants have also been confirmed.

### **Hiroshima ZERO GATE**

Hiroshima ZERO GATE is PARCO's fourth ZERO GATE store and follows the opening of stores in Shibuya, Shinsaibashi, and Dotonbori. It will be the first to feature multiple fashion brands.

The Chu-Shikoku region, which includes Hiroshima prefecture, is one of Japan's prime commercial areas. Hiroshima ZERO GATE is situated in the region's Hatchobori area, east of Hondori Shotengai, a shopping street lined with boutiques and leading high-street stores. The presence of Hiroshima ZERO GATE will contribute to vitalization of this central urban area.

The building's first three floors will feature an expansive glass façade on three sides, transforming the surrounding environment. The open style allows each store to display its distinctive brand character and adds to the enjoyment of visiting the area.



*Design image of Hiroshima ZERO GATE*

### **Hiroshima ZERO GATE tenants**

There will be six Hiroshima ZERO GATE tenants in total, each bringing new appeal to Hiroshima. Young and casual labels Denim & Supply Ralph Lauren and Armani Jeans are two international brands making an appearance, while GAP and outdoor shop Kojitusanso will move to ZERO GATE from their current Hiroshima locations. Accessory shop Agete, which is very popular among women, and Jour, a new store from local cosmetic company FRANCE-YA, will also feature in the new complex.

### **Overview of Hiroshima ZERO GATE**

Address	2-7 Shintenchi, Naka-ku, Hiroshima-shi, Japan *1 <sup>st</sup> – 3 <sup>rd</sup> floors Hiroshima Toho Building
Facility name	Hiroshima ZERO GATE
Total floor area	2,577 m <sup>2</sup>
Opening	October 10, 2013
No. of tenants	6
Business hours	10:00 – 21:00
Investment	¥200 million

### **ZERO GATE business**

PARCO is strengthening its urban-style shopping complex development and management business, ZERO GATE. The ZERO GATE business model involves establishing low- to medium-rise shopping complexes in prime urban areas and running them efficiently and strategically in line with their size, while availing of their good locations. The shopping complexes are a departure from those that PARCO traditionally manages.

By promoting the ZERO GATE business, PARCO will continue to expand versatile urban retail, tailored to size and location and in alignment with PARCO's business.

### **Media preview**

PARCO is inviting members of the media to a pre-opening tour of Hiroshima ZERO GATE on October 9. Details will be sent separately.

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### **Inquiries**

PARCO Co., Ltd. Public Relations and Investor Relations Office

03-3477-5710

List of tenants

		Store name and contact	Item	
1F		<b>Agete</b> Inquiries 03-5412-1886 A&S Inc. Sales Department Sales Promotion Division	Accessories	In its reappearance at PARCO, Agete has increased its floor space four-fold, revamping its lineup and bringing together a collection of simple and refined yet completely up-to-date jewelry.
1F		<b>Denim &amp; Supply Ralph Lauren</b> Inquiries 03-5412-8707 Ralph Lauren Corporation Marketing & Communications – PR	Men's & Ladies' fashion	Introduced by Ralph Lauren in 2011, this young casual label is characterized by natural, unpretentious design and maintains the classic American Ralph Lauren style.  Hiroshima ZERO GATE will be the label's flagship store in the Chu-Shikoku region.
1F		<b>Armani Jeans</b> Inquiries 03-6274-7060 Giorgio Armani Japan Co., Ltd. PR & Communications	Men's & Ladies' fashion	Launched in 1981, Armani Jeans offers modern and sexy denim style. Its use of cutting-edge technology and eco-friendly products has enhanced its reputation in Europe. The brand also features a rich selection of accessories such as bags and shoes.
1F		<b>Jour france-ya</b> Inquiries 082-228-8258 FRANCE-YA CORPORATION Sales Department	Cosmetics	Focused on Hiroshima and operating brands such as france-ya and MORINOASA, FRANCE-YA has gathered together 40 or so cosmetics brands from Japan and overseas at its new store, Jour. The lineup is further enhanced by foreign brands such as Ladurée and Jill Stuart. Ladurée in particular created a buzz when it opened its first cosmetic store in Ginza. This will be its first store in the Chu-Shikoku region.
2F		<b>GAP</b> Inquiries 03-5369-5731 GAP Japan Co., Ltd. Corporate Affairs	Men's & Ladies' fashion	Since its establishment in San Francisco in 1969, GAP has consistently offered basic, authentic American fashion as a global casual brand. The brand remains at the fashion forefront and offers a varied lineup for adults, kids, and babies.
3F		<b>Kojitusanso</b> Inquiries 078-231-1344 Kojitusanso Co., Ltd. Sales Department	Climbing, outdoor	Kojitusanso's move to Hiroshima ZERO GATE from its previous store in the Kamiyacho district allows it to expand its floor space and feature brands not previously stocked. The store offers a rich lineup that meets the needs of beginners, experts and everyone in between. Kojitusanso's sales staff, which includes specialists in a variety of activities from hiking to camping, offers attentive and expert service.