

History of Challenges Taken On by the Isetan Mitsukoshi Group

Launch of the Department Store Business

1673 Foundation of Echigoya

Takatoshi Mitsui founded Echigoya, a kimono shop. This shop was the first to begin sales based on cash payment and honest, fixed prices indicated on labels. It also started a business selling cloth in cut pieces according to customer needs, which expanded its customer base.



Drawing of the Echigoya Draper Shop in Surugacho
Artist: Okumura Masanobu

1886 Foundation of Iseya Tanji Kimono Fabric Shop

The store focused on obi and patterns, providing unique products such as kimono with the Goshuden pattern. It gained popularity mainly among the fashionable.



Iseya Tanji Kimono Fabric Shop

1754 Foundation of Beniya

Koemon Nakamuta founded Beniya, the kimono shop that was the predecessor of Iwataya. It was renamed Iwataya in 1764.



A drawing of Iwataya when it was a kimono shop

1872 Foundation of Marui Imai

Toshichi Imai, the founder of Marui Imai, opened a haberdashery near Sosei Bridge. He opened Imai Gofukuten (a kimono shop) in 1874.



Imai Gofukuten

History of Mitsukoshi

1888 Opening of Mitsukoshi Yofuku Ten (a western clothing store)

In 1888, when signs of the westernization of clothes began to be seen, we opened a western clothing store ahead of others.



Exterior view of Mitsukoshi Yofuku Ten

1895 Beginning the in-store display of products for sale

We began to display products in glass cases, so that customers were free to look at and select them.



In-store display of products (2nd floor of the main store)

1899 Establishment of an out-of-store sales and mail order service department

In response to the development of telecommunications and transportation infrastructure, we enhanced our out-of-store sales in regional towns and cities and commenced mail order operations, expanding our trade zone.



Mail order

1904 The Department Store Declaration

With the goal of transforming from a traditional kimono shop into a modern retailer, we declared our intent to transform our business into a department store, resulting in the establishment of Japan's first department store.



A national newspaper advertisement announcing the Department Store Declaration.

1907 Establishment of the New Fine Art Department

The New Fine Art Department was established in Osaka and Nihombashi. We create opportunities for artists to publish their work and deliver excellent culture and art.



Establishment of the New Fine Art Department (declaration)

1914 Completion of Mitsukoshi Main Store's new building

A modern department store building in the Renaissance style was completed, with Japan's first escalator and an elevator, and the first food department in a department store in Japan.



New Main Store building at the time of its completion

1927 Opening of Mitsukoshi Hall (now Mitsukoshi Theater)

We opened Mitsukoshi Hall to help address the shortage of theaters at the time and contribute to the development of Japanese culture. It was the only theater in a department store.



Mitsukoshi Hall

1888 1895 1899 1904 1907 1914 1927

Meiji Restoration

Foundation of Modern Department Stores

Postwar Economic Boom

1933 1956 1960 1963 1968

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In this era of significant change, we have overcome several challenges by transforming ourselves and creating new business models.

Throughout its history, Mitsukoshi has accumulated experience through its customer-first principle and attempts to transform itself. The foundation of these activities is the spirit of cordiality, the willingness to work for the good of customers, which is something that has remained unchanged since our foundation.

Isetan also takes on new challenges by devising creative measures based on its customer-first principle, which it has held since its foundation. Against many different backdrops throughout Isetan's history, we have continued to propose unique value involving clothing, food, and housing.

While facing a tough environment, we anticipate changes in society and customer needs and continue to propose new lifestyles in new eras by connecting people and bridging times. This policy is in the DNA of the Isetan Mitsukoshi Group.

History of the Isetan Mitsukoshi Group

2008 Establishment of Isetan Mitsukoshi Holdings Ltd. through business integration

As the market environment grew tougher, due in part to the population decline and the increasingly fierce competition, we integrated the businesses to maximize our use of the two companies' management resources and take advantage of their strengths.



Business integration (news conference in 2007)

2009 Establishment of regional operating companies as spin-offs

- Establishment of Hakodate Marui Imai
- Establishment of Sendai Mitsukoshi
- Establishment of Nagoya Mitsukoshi
- Establishment of Hiroshima Mitsukoshi
- Establishment of Takamatsu Mitsukoshi
- Establishment of Matsuyama Mitsukoshi

2010

- Establishment of Niigata Isetan Mitsukoshi
- Establishment of Iwataya Mitsukoshi

2011

- Establishment of Isetan Mitsukoshi Sapporo Marui Mitsukoshi

2012 Small stores

We open small stores focusing on the specific strengths of Isetan Mitsukoshi, aiming to increase points of contact with customers.

2012-

- ISETAN MIRROR Make & Cosmetics
- Isetan Haneda Store

2015-

- Isetan Salone
- Isetan Salone Men's

2009

2010

2011

2012

2016

2018

2020

2008

2018 Real estate business

Aiming to further improve the value of some of the most valuable real-estate properties in Japan, which are owned by the Isetan Mitsukoshi Group, we strengthen the development of stores and commercial facilities from a medium- to long-term perspective, thereby increasing points of contact with customers.

2018 FOOD & TIME ISETAN YOKOHAMA mi:TS KOKUBUNJI



FOOD & TIME ISETAN YOKOHAMA mi:TS KOKUBUNJI

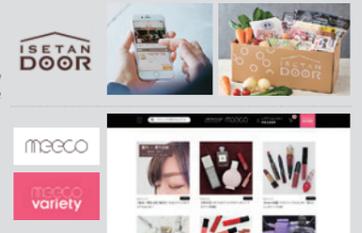
Planned in 2021 FOOD & TIME ISETAN OFUNA

2018 New online businesses

We provide customers with new customer experiences by developing new online businesses that take advantage of the strengths of the Isetan Mitsukoshi Group.

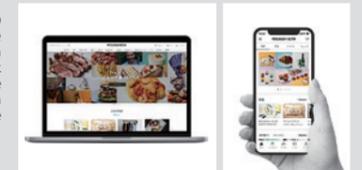
2018 ISETAN DOOR

- meeco
- MOOD MARK by ISETAN
- Isetan Mitsukoshi Furusato Nozei HI TAILOR



2020 Redesign of the Isetan Mitsukoshi Online Store

We have redesigned the Isetan Mitsukoshi Online Store to provide greater convenience and comfort by integrating the online shopping sites of Isetan and Mitsukoshi and information about in-store events into a single website. You can now check information about both Isetan and Mitsukoshi at a single website. Guided by the concept of keeping Isetan Mitsukoshi in your hands at all times, we have also released an app to ensure we are able to provide an optimal customer experience.



History of Isetan

1933 Relocation of Isetan Main Store to Shinjuku

We relocated the main store from Kanda, where we were founded, to Shinjuku, a promising area where trade zone expansion was expected.



The Shinjuku Main Store at the time of its opening

1956 Teenagers' shop

We collected fashion items for teenage girls as a new category. It was at this shop that the tartan-checked paper bag was born.



Teenagers' shop

1960 The industry's first parking building

Anticipating motorization ahead of others, we built the industry's first parking building.



The industry's first parking building

2003 Otoko-no Shinkan remodeled into the Men's Building

We remodeled the entire building into a building for men who purchase and coordinate their clothes on their own, instead of having others choose and purchase clothes for them.



Front entrance of the Men's Building

1963 Standardization of a size system for women's ready-to-wear clothing

We created sizes for clothing that fit the Japanese physique, in conjunction with other department stores. These clothing sizes later became standardized in department stores.



Standardization of a size system for women's ready-to-wear clothing

1968 Opening of the Isetan Shinjuku Main Store Otoko-no Shinkan

As men became interested in fashion, we opened the Otoko-no Shinkan (the new building for men), a first in Asia.



Opening of the Otoko-no Shinkan

1994 Opening of Kaiho-ku

We opened the Kaiho-ku (liberation area), a space for sharing information. The goal of this new initiative was the incubation of up-and-coming designers and the bringing of the products they designed to the world.



Kaiho-ku