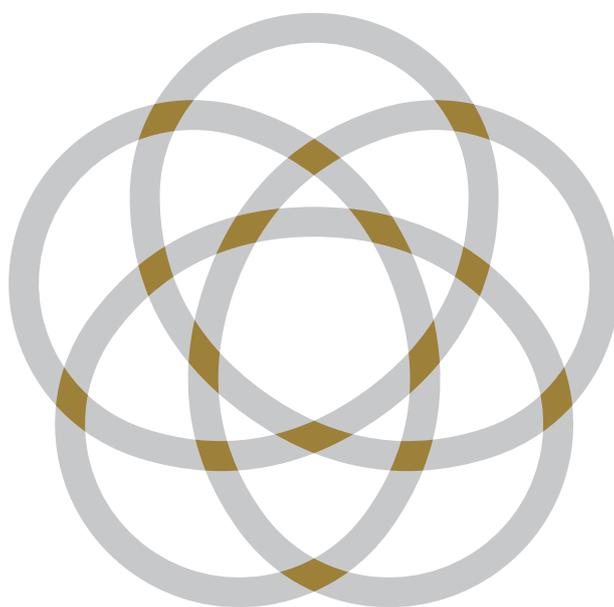
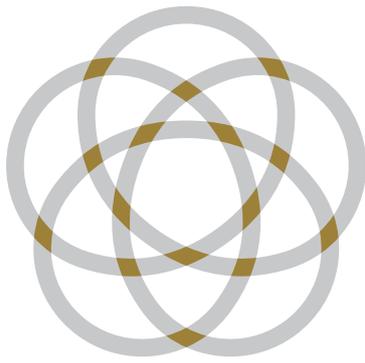


Opening in Mitsukoshi Ginza Store on January 27, 2016
Airport-style Downtown Duty Free in the Heart of the City



Japan Duty Free GINZA

The Japan Duty Free Ginza Logo



Japan
Duty Free
GINZA

Our logo is based on a coat-of-arms featuring a multi-foil knot.

The design is made up of a complex combination of crisscrossing points of contact without a single break. The military clans of the Muromachi period used to tie complex knots with multiple joins to the armor and swords in which they trusted their lives. They believed that each knot they tied gave them strength, and this belief led to extremely complex knots with many points of contact. The joins in the knot symbolize a place where two things join and give strength.

Our store is located on a major crossroads in the heart of Ginza: a place where people from all over the world come together. It is a meeting place of different cultures. The gold coloring that highlights the places where the lines meet symbolizes the strength that results when many different elements are joined without a break, and expresses Ginza's status as a meeting place of people and cultures.

The five-fold knot also expresses the five human sense of sight, touch, hearing, smell, and taste. Our hope is that our visitors will use their five senses to get the most out of their encounter with Japanese culture. After all, Japanese craftsmanship traditionally uses all five senses to the utmost to create objects that are a pleasure to hold and use.

The logo encapsulates our desire that our location in Ginza 4-chome will become a place where people and cultures meet, and a place from which Japanese culture can go out to meet the world.

Japan Duty Free Ginza: The Concept

Free yourself from conventional duty-free service.

Darkness and light. Front and back. Soft and hard. Being and nothingness. Weak and strong.

The world is made up of endless combinations of contrasting but mutually complementary elements. This famous way of thinking about the universe lies at the heart of the concept behind Japan Duty Free Ginza.

Our retail space in the heart of the modern metropolis incorporates natural motifs such as wind and forest into its interior design, and brings foreign brands and traditional Japanese crafts together in peaceful harmony. Although our business deals in things that can be seen and touched, the most important thing of all for us is something that cannot be seen: the intangible sense of service and hospitality.

Japan Duty Free Ginza

In our location on a major crossing at Ginza 4-chome, Japan Duty Free Ginza brings together the old and the new, combining features of traditional airport duty free shops with elements that have not been seen in duty free shops before, raising the quality of both to create an entirely new kind of duty free experience. What words can describe this new space? New? Certainly—but there are also many glimpses of tradition within the newness. Glamor? Perhaps, although the beauty of unadorned simplicity is also an important aspect of the space. This is a new type of duty free shop that no words can adequately describe. You will have to experience it yourself with all your senses: sight, hearing, smell, touch, and taste.

Japan Duty Free GINZA

Opening in Mitsukoshi Ginza Store, 8th Floor

Japan Duty Free Ginza will open on the eighth floor of Mitsukoshi Ginza Store on Wednesday, January 27, 2016, to become Japan's first airport-style duty free shop in a city center outside Okinawa. The store will be operated by Japan Duty Free Fa-So-La Isetan Mitsukoshi Co., Ltd., a new company financed by Japan Airport Terminal Co., Ltd., Isetan Mitsukoshi Holdings Ltd., and NAA Retailing Corporation, a wholly-owned subsidiary of Narita International Airport Corporation

■ Opening Day

January 27, 2016 (Wednesday)

Our company was established at the end of September 2014 with the aim of improving convenience for visitors to Japan and helping to promote the country as a major tourist destination by offering airport-style duty free services in the heart of the capital. The project is funded by investment from Japan Airport Terminal, Isetan Mitsukoshi Holdings, and NAA Retailing, a wholly-owned subsidiary of Narita International Airport Corporation.

As of Wednesday January 27, 2016, Japan Duty Free Ginza will open on the eighth floor of Mitsukoshi Ginza Store. We will be the first airport-style duty free shop in any city in Japan outside Okinawa.

At Japan Duty Free Ginza, customers not only enjoy exemption from consumption tax. Just like traditional airport duty free shops, Japan Duty Free Ginza offers tax-free prices that are exempt from all duties including those on alcohol and tobacco products. We also offer a unique "hands-free" shopping experience, allowing customers to collect their purchases at Narita Airport or Haneda Airport when they leave the country. Driven by the spirit of Japanese-style omotenashi hospitality, our aim is to offer visitors from around the world an enjoyable and memorable shopping experience in a sophisticated setting that combines Japanese traditions and innovation.

The retail space is divided into interlocking zones, each designed to evoke a sense of nature, with areas inspired by images of forest, hill, and community. Special "experience" corners that combine a distinctly Japanese design aesthetic with hi-tech elements will allow visitors to encounter the latest in Japanese technology at first hand. In addition to the latest barrier-free services for customers with disabilities, we offer multi-lingual service, and customer guidance using headset receivers in partnership with Mitsukoshi Ginza. Our aim is to embody the spirit of Japan's proud tradition of hospitality and to respond with empathy to customers' needs.

At Japan Duty Free Ginza, the ambition to offer customers a more enjoyable shopping experience and help them make the most of their time in Japan is at the heart of everything we do. We will continue to work to offer our visitors a new type of duty free experience that is unique to Japan. We look forward to providing all our customers with an enjoyable and sophisticated shopping experience.



Heiichi Yamamoto
President
Japan Duty Free Fa-So-La
Isetan Mitsukoshi Co., Ltd.

■ Details of the Management Company

- Trade Name: Japan Duty Free Fa-So-La Isetan Mitsukoshi Co., Ltd.
- Representative: Heiichi Yamamoto
- Head office: 4-8-12 Ginza, Chuo-ku, Tokyo
- Capital: ¥490 million
- Share of investment: Japan Airport Terminal Co., Ltd. 45%
Isetan Mitsukoshi Holdings Ltd. 27.5%
NAA Retailing Corporation 27.5%

■ Store Information

- Name: Japan Duty Free Ginza
- Location: Mitsukoshi Ginza Store, entire 8th floor
- Retail space: Approx. 3,300 m²
- Type of business: Duty free shop
- Business hours: 10:30 a.m. to 8:00 p.m.

Environment Design Concept

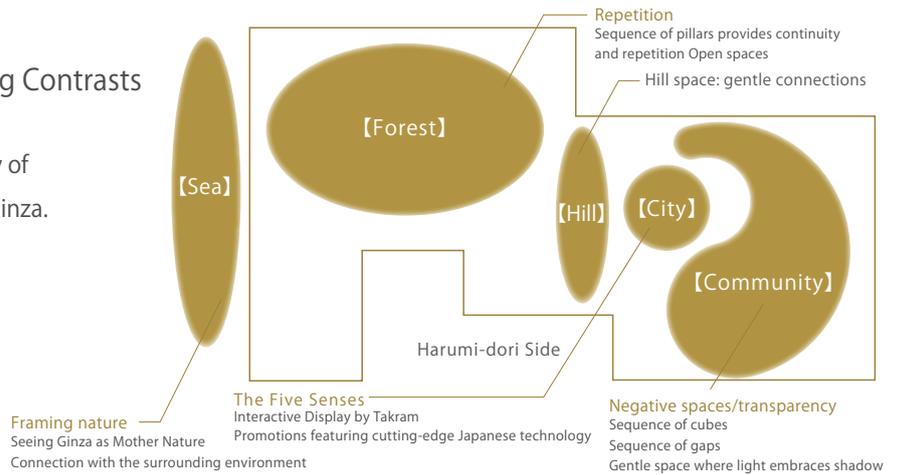
Seeing Ginza as Nature and Harmonizing Contrasts

Our design incorporates the Japanese sensibility of harmony with nature into the urban setting of Ginza.

Our space brings together
Sea, Forest, and Hills,
Together with spaces representing the City
and Community, where people come together.

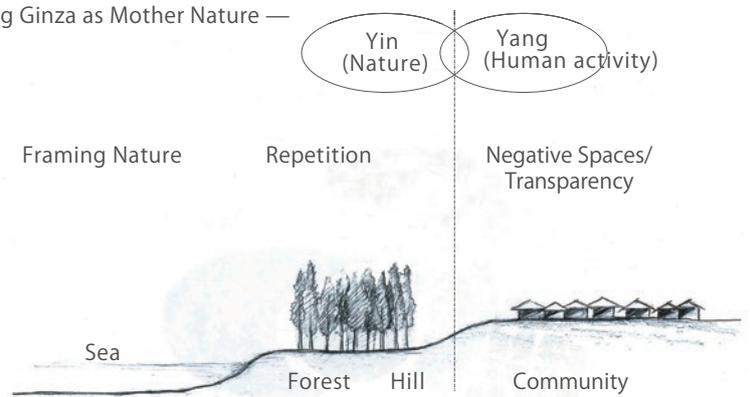
People and nature,
Tradition and innovation,
East and West,
White and black,
Soft and hard,
Light and shade
An expression of Japan,
Where all these elements are brought together in harmony
by SIMPLICITY

< Conceptual Zoning >



< Concept Flow >

— Seeing Ginza as Mother Nature —



Merchandising

Our aim is to achieve a fusion between Japan's proud tradition of omotenashi hospitality and its innovative technology.

<Cosmetics>

The most sought-after brands from Japan and around the world are on display in the open spaces between the lines of pillars.

<Luxury goods>

Combining the most popular brands at Japanese duty free shops with brands that have never appeared in a duty free shop in Japan before, our selection offers novelty and freshness.

<"The 800 hands" Japanese Beauty>

This area provides an elegant setting for items embodying Japanese values and Japanese quality, uniting traditional craftsmanship, time-honored techniques, and the finest materials and ingredients with today's modern sensibility.

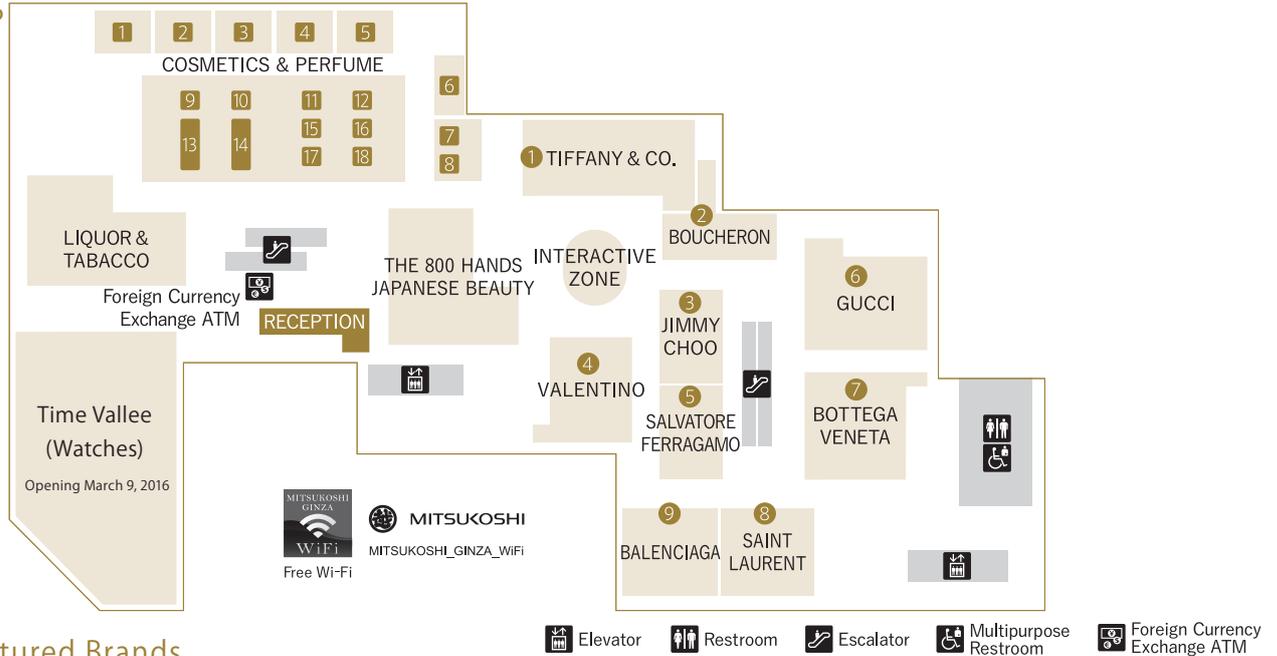
<Watches > (Opens March 9, 2016)

This luxury watch boutique will be the first in a duty free shop in Japan to offer a multi-brand concept based on luxury watches from around the world.



Store Information

MAP



Featured Brands

Luxury Brand Boutiques

- 1 Tiffany
- 2 Boucheron
- 3 Jimmy Choo
- 4 Valentino
- 5 Salvatore Ferragamo
- 6 Gucci
- 7 Bottega Veneta
- 8 Saint Laurent
- 9 Balenciaga

Cosmetics & Perfume

- 1 Jo Malone
- 2 Estée Lauder
- 3 Shu Uemura
- 4 Lancôme
- 5 Giorgio Armani
- 6 Clinique
- 7 De La Mer
- 8 Origins/Lab Series
- 9 Other (Perfumes)
- 10 Bulgari
- 11 MDNA Skin, ReFa
- 12 L'Oréal Paris
- 13 Albion
- 14 SK-II
- 15 Fancl
- 16 Shiseido
- 17 The Ginza Cosmetics Serge Lutens
- 18 Clé de Peau Beauté

Time Vallee (Watches) Opening March 9, 2016

IWC / Vacheron Constantin / Cartier / Piaget
Roger Dubuis / Zenith / Jaeger-Lecoultre

Liquors

Scotch/Cognac/Japanese whisky/Wine/Japanese sake

Tobacco

JT/PM/BAT

 First boutique in any Duty Free Shop in the world
 First boutique in a Duty Free Shop in Japan

 Brand featured for the first time in a Duty Free Shop in Japan

Interactive Zone

The interactive zone offers a wide variety of information to all our customers, making use of cutting-edge technology to provide a thrilling experience that will linger in the memory. When the boarding pass-style cards on the central table are placed on one of the circular tables that surround it, text and images corresponding to the cards will appear as if by magic. These specially designed "boarding passes" combine the unique tactile qualities of Japanese paper, evoking the care and attention to detail that drive Japanese craftsmanship, with the wonders of cutting-edge technology. These passes open up a world of discovery, providing access to information on the Japan Duty Free Ginza concept and details on how to make use of our facilities, along with product recommendations, and special features on the natural and cultural attractions of different parts of Japan. An exhibition of digital artworks shifts in response to movement of the pass on the tables, offering visitors a wide range of different interactive experiences.

by takram design engineering



■ The 800 hands Japanese Beauty

In Japan, the number 800 (yao or happyaku) has been used since ancient times to represent a large amount. A yaoya (grocer's store) originally meant a shop with many things on sale. Edo (now Tokyo) was once called Happyaku-ya-cho in reference to the many neighborhoods making up the city. Likewise, Osaka was called Yaoya-bashi, a reference to the many bridges that existed in the city at the time. "The 800 hands" concept borrows from this idea to evoke the many hands of the craftspeople who continue to shape Japanese Beauty and Japan's proud living history of arts and crafts.

by MARUWAKAYA



<Zone Concept >

Ten monitors are used to screen digital art provided by team Lab. The idea is to give visitors a shopping experience that they will cherish as a memory of their time in Japan. The images link the various zones together and by going beyond language they provide all our visitors from around the world a taste of the Japanese aesthetic sensibility that has been handed down through the ages. These works, which change according to the seasons, move seamlessly between the here-and-now world of cutting-edge technology and the creative space of the images themselves. Our unique hands-free approach to shopping, in which customers collect their purchases at the airport, means that we can dramatically reduce the number of each item on display, allowing us to create an out-of-the-ordinary space set apart from everyday routine, using images of artisans crafting the items and the natural scenery of the region where they are made. Our hope is to make shopping here a travel experience in itself and part of visitors' memories of their trip. We also hope that seeing these images will interest visitors in the attractions of the different regions of Japan where the items are made and will inspire them to travel there themselves someday.

< Sections Concept >

Japanese quality is built on painstaking attention to detail, dedication, and an insistence on the best materials and techniques. These are supported by a culture that has been developed and cherished over the centuries. Four distinctive sections offer a selection of items that embody high quality.

1. Tokyo By Hand

Tokyo By Hand is where we promote the exquisite craftsmanship of some of Tokyo's finest artisans both within Japan and to visitors from around the world, helping to ensure that these traditional skills, honed over generations, are handed on to the future. Tokyo By Hand offers customers a richly sophisticated lifestyle surrounded by the traditional crafts of Tokyo.

2. Good Design Award Winners

The mission of the Good Design Award is to make people's lives better through design and to build a society in which people can live more creatively. These designs are inspired by the ambition to make society a better place. We believe that by introducing people to the attractiveness and potential of the best designs, the Good Design Award helps to increase people's empathy for design, inspiring greater creativity and helping to make our societies richer. (Japan Institute of Design Promotion)

3. Traditional Crafts

Japan's traditional culture was born from the lives and livelihoods of the people who live here, and continues to evolve today, always reflecting the changing conditions of its times. By harmonizing these time-honored techniques with modern design and producing items that match contemporary lifestyles, we can do our part to pass these traditions on to the future.

4. Manufactured Goods

The word monozukuri (craftwork) is often used in Japan today to describe the design and production of a wide range of items. The word and the attitude it describes are imbued with a reverence for craft and its long history. We believe that the dedication to quality that lives in Japanese industrial products is no different from the sensibility that inspires the country's traditional crafts.



D-BROS Flowervase



NAKANIWA mage-wappa plain wood tumbler



Compact lightweight full-size mirrorless single-lens camera

Tax Exemptions

All products are exempt from consumption tax, customs duty, and alcohol and tobacco duties. The service is available only for foreign and Japanese travelers leaving Japan.

Type of outlet	Tax exemptions				Eligible customers
	Consumption tax	Customs duty	Alcohol duty	Tobacco duty	
Downtown duty free shop	○	○	○	○	All travelers leaving Japan
Airport duty free	○	○	○	○	
City tax-free shops	○	×	×	×	Foreign nationals on short-term stays (and Japanese nationals living overseas)

Getting Started

Note that this service is for customers departing Japan from Narita Airport or Haneda Airport. You will need to present the following:

- Your passport
- Your flight ticket (or other proof you are departing Japan)



Please visit the Reception Counter when you are ready to use this service.

1 Get Your Receipt Holder

Information required for checkout will be initially entered in the Receipt Holder, including your name, passport number, and departure date.



You will need to present the following

your passport and flight ticket (or other proof you are departing Japan).

2 Go Shopping

Please shop for items you want to purchase on Floor 8. (Merchandise on other floors is not eligible.)



3 Check Out

Present your Receipt Holder at the checkout counter. Whenever you make a purchase with this service, you will be issued an export confirmation (receipt) that you will need to show at your departing airport. On your departure date, you will be able to pick up all the items you purchased through this service at the [DUTYFREE PICKUP] at your departing airport.



You will need to present the following

Receipt Holder

At Your Departing Airport

4 Pick Up Your Items (At Your Departing Airport)

After you have completed departure procedures at Narita Airport or Haneda Airport, please pick up your purchased items at the [DUTY FREE PICK UP].



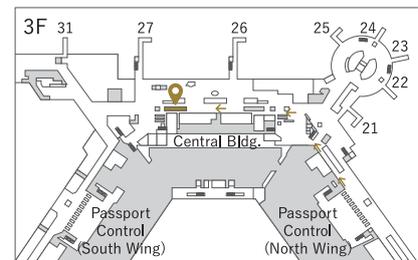
You will need to present the following

your passport, boarding pass, and export confirmation (receipt).

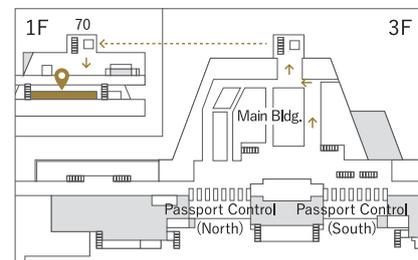
- You can make purchases from one month to one day prior to your departure (Note: If you are departing from Haneda Airport and your flight is scheduled to depart between midnight and 5:59 a.m., please make your purchase no later than two days prior to your departure date.)
- You do not need a reservation on a departing flight to simply enter the store.

Airport Pick-Up Points

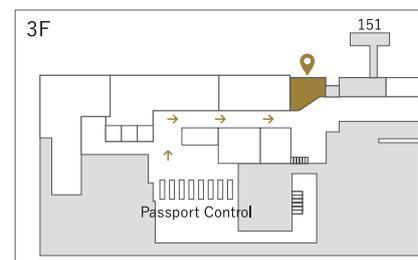
Please pick up your items at the terminal after immigration control. PICK UP COUNTER



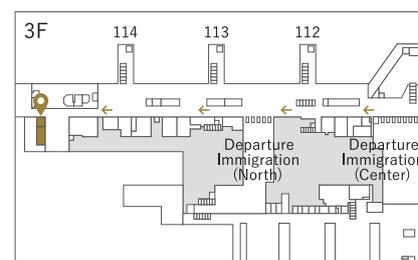
Narita Airport Terminal 1



Narita Airport Terminal 2



Narita Airport Terminal 3



Haneda Airport (International Terminal)



株式会社 Japan Duty Free Fa-So-La 三越伊勢丹

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For further information, please use the numbers below (closed Saturdays, Sundays, and public holidays).

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