

May 8, 2017

GINZA SIX Retail Management Co., Ltd.

**GINZA SIX, The Ginza Area's Largest Retail Facility,  
Has Already Drawn More Than 1.5 million Visitors**

—Excellent start as the icon of "The World's GINZA" and a hub of cultural information—

“GINZA SIX,” which was opened by the GINZA SIX Retail Management Co., Ltd. (the joint-stock company by J.Front Retailing Co., Ltd., Mori Building Co., Ltd., L Catterton Real Estate, Sumitomo Corporation) on April 20, 2017, is proud to announce that the facility has already **exceeded 1.5 million visitor within 18 days from its launch on May 7.**

**Various Visitors from All Ages, Young and Old, Home and Abroad Visit at a Pace that Exceeds the Objective of the First Year**

On opening day, April 20, in response to the approximately 2,500 people who were eagerly waiting to go in, GINZA SIX opened at 10:20 – 10 minutes earlier than scheduled – and drew **approximately 90,000 visitors in a single day.** Since then, guests have come at a pace that will **exceed the 20 million visitor objective of the first year. As of May 7, 18 days after launch, GINZA SIX has recorded 1.52 million visitors.**

Visitors to GINZA SIX were divided equally between male and female shoppers and came from a wide range of age groups and nationalities. As more than half of GINZA SIX's shops are flagship stores and there are various new business formats and many brands are opening the first shops of their kind in Ginza and Japan, GINZA SIX draws high-class customers who are seeking products and experiences that can only be found here. In addition, various situations that are unique to GINZA SIX, with its hybrid functions, have been created: people strolling through the Rooftop Garden at 7:00 in the morning, office workers, tourists using the tourist service centers, and guests enjoying Noh Theater performances.

On the fashion and beauty floor, there are many customers who are eager to buy, and sales have been strong. There are long lines everyday on the food floor, filled with customers who want Ginza's new classic products that can only be purchased at GINZA SIX. Large stores such as the “GINZA TSUTAYA BOOKS”, whose concept is art, and “GINZA GRAND PREMIUM FOODHALL” are popular for their original concept and their creative use of space.



Near the entrance on Chuo-dori of pedestrian heaven



Bustle on the food floor on B2F



People relaxing on the Rooftop Garden

**Excellent Start as a Hub of Cultural Information**

One of the features of GINZA SIX is that it collaborates with diverse talents as a new hub of cultural information in Tokyo. The Brand New installation, “Pumpkin,” decorates the Central Atrium with the work of the avant-garde artist Yayoi Kusama, making it a space where you can experience contemporary art; this photogenic space made a splash and **posts about GINZA SIX on SNS have exceeded 50,000.** In addition, the number of video playbacks of the **GINZA SIX special movie** introducing the song that Shiina Ringo and Tortoise Matsumoto wrote to show their passion for the city of Ginza **exceeded 2 million\***, and the GINZA SIX opening theme song was **ranked in first place on iTunes** (as of April 21). Also, **the official website of GINZA SIX (<http://www.ginza6.tokyo>) exceeded 1.6 million page views on a single day,** showing people's high interest in GINZA SIX.

\* Main Street edition. The total of GINZA SIX distribution on Youtube and Oricon distribution.

GINZA SIX will continue to carry on the history of the city of Ginza. As the icon of "The World's GINZA" moving into the future, GINZA SIX will continue to offer unique services and experiences and share them with the world.

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