
Fashion e-Commerce Mall Creates New Concept in Collaboration with Retail Properties

Mitsui Shopping Park & mall

Grand Opening on Wednesday, November 1, 2017

Tokyo, Japan, October 5, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today the grand opening on November 1, 2017, of Mitsui Shopping Park &mall, a fashion e-commerce mall that is creating a new shopping experience, in collaboration with a retail property operated by the Mitsui Fudosan Group.

With the recent popularization of smartphones it has now become common for consumers to shop online and not just at bricks and mortar stores, and the individual consumer e-commerce market has grown to exceed ¥15 trillion*1. Customers are adept at separating their shopping to be done at bricks and mortar stores from that to be done online, depending on their situation, and many business are promoting O2O*2 and omni-channeling, starting to provide services fusing real stores and e-commerce.

Mitsui Fudosan has taken this change in consumer behavior into account and will launch a fashion e-commerce mall that creates a new concept and enables enjoyment of the best parts of real store and online shopping at the same time.

The Mitsui Shopping Park &mall will be a platform to realize efficient and effective O2O and omni-channeling to be utilized by stores that have opened in retail properties as well.

Since the opening of the Mitsui Shopping Park LaLaport TOKYO-BAY in 1981, the Mitsui Fudosan Group has been launching retail properties for over a quarter of a century—properties that have responded to the trends of the times and the changes in customer needs, thereby always creating new consumer behavior trends. Mitsui Shopping Park &mall is one more aspect of this development.

Going forward, the Mitsui Fudosan Group will continue to work together with customers and stores to create new shopping value in the spirit of “Growing Together,” the concept behind the Group’s retail property business.

*1 Ministry of the Economy, Trade and Industry, “E-Commerce Market Survey,” 2016

*2 Online to Offline

Mitsui Shopping Park
& mall

Mitsui Shopping Park &mall logo

* A press conference on this business is scheduled for November 1. Further notice to follow on the details.

* This media release is distributed to the Land, Infrastructure, Transport and Tourism Press Club, and the Tourism Construction Newsletter Press Club.