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For immediate release

Mitsui Fudosan Residential Co., Ltd.

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**Mitsui Fudosan Residential Uses 50th Anniversary of PARK Series  
as Opportunity to Rebrand Housing Business**

**With “Life-styling x Improving with age” as its brand concept, Mitsui Fudosan Residential  
will define its provided value and work harder on  
continuing to support customers’ diverse life stages  
and create homes and lifestyles that increase in value over time.**

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Tokyo, Japan, January 5, 2021 – Mitsui Fudosan Residential Co., Ltd. (“Mitsui Fudosan Residential”), a leading global real estate company headquartered in Tokyo, announced today that it will use the 50th anniversary of its PARK Series housing business as an opportunity to define the value it provides to customers in all of its housing businesses (condominium housing, detached housing, rental condominiums, and senior residences) as well as define its brand concept, develop a brand statement, and unify the brand logos of all brands, starting in January 2021. The brand concept is defined as “Life-styling x Improving with age,” which means continuing to support customers’ diverse life stages and create homes and lifestyles that increase in value over time.

Through Mitsui Home, Mitsui Fudosan Residential is working on further strengthening proposals for the most optimal solutions suited to continually changing, diverse lifestyles and products and services to deliver safe, secure, and comfortable lifestyles even 10 or 20 years after moving in. Mitsui Fudosan Residential is also achieving its vision of being the “Best Partner for Homes and Living” by collaborating with other Mitsui Fudosan Group companies and remaining close in the lives of each individual customer.

**Life-styling x Improving with age**

お客様の多様なライフステージに応え続け、時の深まりとともに潤うすまいとくらしづくり



## 1. Background to Rebranding

Since the completion of its first project Park Mansion in 1970, Mitsui Fudosan Group has identified new ways of living required by the times and changes to social structures, developing diverse brands. These include the urban-style condominiums PARK HOMES, PARK COURT, and PARK MANSION; the skyscraper condominiums of PARK TOWER; PARK CITY, a large-scale development for environmental creation; FINE COURT, detached urban housing; rental condominiums PARK AXIS; and PARK WELLSTATE, a serviced residence for seniors.

Customers' values toward homes and lifestyles are expected to diversify more and more, such as new lifestyles spurred by the recent COVID-19 pandemic in addition to population decreases and a coming age in which more people are likely to live to 100. Mitsui Fudosan Residential must support flexible ways of living that are unrestricted by place of residence, such as living in homes in both the city and countryside (multiple residences) and creating relevant systems.

Mitsui Fudosan Residential believed that it needed to clarify and easily explain to customers the values it provides through Mitsui Home in order to provide even more diverse products and services in the future, which led to this recent rebranding.

## 2. Provided Value and Brand Concept

**「Life-styling × Improving with age」**

**—Continuing to support customers' diverse life stages and create homes and lifestyles that increase in value over time.—**

Mitsui Fudosan Residential reflected on the 50-year history of the PARK Series and its achievements up until now. It arranged “continuing to support customers' diverse life stages” and “creating homes and lifestyles that increase in value” to be its provided values, and redefined its brand concept as “Life-styling x Improving with age.” The company will continue to provide plentiful lifestyles by remaining close to each customer both before and after moving in, while providing both hard aspects in the form of safe and secure homes and the soft aspects of services that support comfortable lifestyles such as Mitsui Housing Loop.

- Life-styling: Providing the most optimal solutions capable of supporting various changes to lifestyles and life stages
- Improving with age: Creating lifestyles that increased in value by supporting the richness of living with living-related services and community

## 3. Brand Statement & Brand Logo

Mitsui Fudosan Residential designed the brand statement and brand logo based on its brand concept.

The color of the new brand logo uses a temperate warm grey that combines relaxation and elegance as its underlying tone, and expresses the “Life-styling” which will continue to support diversity. For the font, “DIN” has been used as a typeface that remains modern to this day despite the changing times, which expresses value that increases as time passes, or “Improving with age.”

Just as no two people are alike, no two neighborhoods are alike.  
In the same way, no two Mitsui Homes are alike.

In an age where everything is becoming more diverse, Mitsui Fudosan Residential will support the imagination of people and neighborhoods.  
Mitsui Fudosan Residential will always be close by in all the lives created in those homes.

For diverse homes that will always be there, alongside people and neighborhoods.  
For homes that are raised alongside customers and continue to grow with time.

Mitsui Homes—of which no two are alike—will continue to be the best for each individual.

▲ Brand Statement







▲ PARK Series Brand  
Logo

## (Reference) Brand Categories

### Core Category

Life-styling suited to each individual's diverse needs


Mitsui Condominiums	Mitsui Condominiums	Mitsui Condominiums	Mitsui Detached Housing
<b>PARK</b> HOMES	<b>PARK</b> CITY	<b>PARK</b> TOWER	<b>FINE</b> COURT



### Limited Category

Life-styling that remains unique

Mitsui Condominiums	Mitsui Condominiums
<b>PARK</b> COURT	<b>PARK</b> MANSION



### Active Category

Life-styling for enjoying bustling urban areas

Mitsui Condominiums	Mitsui Rental Condominiums
<b>PARK</b> LUXE	<b>PARK</b> AXIS




### Senior Category

Life-styling to live a new life stage more freely

Mitsui Senior Serviced Residences

**PARK**  
WELLSTATE



【Mitsui Fudosan Group's Contribution to SDGs】

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

\* The initiatives covered in this press release are contributing to one of the UN's SDGs.

Goal 11 Sustainable Cities and Communities

