
Fitting Rooms for Multiple Stores with Online Reservations and Obtaining Fashion Advice Based on 3D Data Measurements

[LaLaport CLOSET]

Opening March 18 Inside Mitsui Shopping Park LaLaport TOKYO-BAY

Providing a new form of shopping enjoyable for families with an adjoining children's play area and café lounge

Tokyo, Japan, March 17, 2021—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that LaLaport CLOSET will open on 1F NORTH of the Mitsui Shopping Park LaLaport TOKYO-BAY in Funabashi, Chiba Prefecture, on Thursday, March 18, 2021, becoming a place where customers of all types, from single visitors to families, can enjoy shopping together in one place through new services.

Mitsui Shopping Park is promoting a move to omni-channels which will realize provision of new customer experiences revolved around real-world facilities and Mitsui Shopping Park &mall, the official Mitsui Shopping Park online shopping website. &mall DESK, which fuses &mall and real-world facilities, is being rolled out at Mitsui Shopping Parks throughout Japan. LaLaport CLOSET is a new attempt to further strengthen this move.

LaLaport CLOSET offers receipt of products purchased through &mall, fitting and returns, the same functions conventionally offered by &mall DESK. This is in addition to a service that allows customers to try on items reserved online from multiple stores before they are purchased, fitting rooms spacious enough to fit baby strollers, introduction of functions the whole family can enjoy like a children's play area and café lounge, and enhancement of various peripheral functions related to shopping, all gathered in one place. We are also considering expanding to introduce this in more facilities.

Mitsui Fudosan will continue to provide customers with more comfortable and convenient shopping experiences, while working to make shopping more efficient for customers and enhance the appeal of Mitsui Shopping Park.

< LaLaport CLOSET website: <https://www.lalaportcloset.mitsui-shopping-park.com/top/> (Japanese) >

Key Points of this Press Release

&mall DESK, which allows customers to pick up, try on and return products purchased through &mall, has evolved into LaLaport CLOSET, which does all that and also adds a pack of functions to make it enjoyable for families, such as a children's play area and café lounge. It will open on Thursday, March 18 at LaLaport TOKYO-BAY.

■ Main Functions of LaLaport CLOSET

1. Service enabling online reservations for fittings of clothes before they are purchased.
Possible to try on numerous products from multiple stores within LaLaport TOKYO-BAY at the same time.
2. Adjoining fully-equipped children's play area and café lounge where families can have fun while trying on clothes.
Spacious fitting rooms are roomy enough to allow families, baby strollers or friends to enter together
Utilize 3D smart & try, a 3D measuring service provided by Wacoal Corp. that lets customers analyze their own body shape
3D CLOSET powered by 3D smart & try, a fashion advice service is provided to match the data.
3. Started a new service to interact with customers, and make suggestions for product coordination using the clothes that customers have with them.
4. A show room and shopping zone that brings together fashion and cosmetics from stores within and outside of LaLaport TOKYO-BAY



Image of LaLaport CLOSET

<Attached Materials> Property Overview of Mitsui Shopping Park LaLaport TOKYO-BAY

Location	2-1-1 Hama-cho, Funabashi, Chiba Prefecture
Opening	April 1981
Site area	Approx. 1,840,600 ft ² (Approx. 171,000 m ²)
Total floor area	Approx. 2,755,500 ft ² (Approx. 256,000 m ²)
Store floor area	Approx. 1,097,900 ft ² (Approx. 102,000 m ²)
Number of stores	Approx. 440
Parking spaces	Approx. 7,000 spaces
Access	5 minutes on foot from Minami-Funabashi Station on the JR Keiyo Line and JR Musashino Line (free shuttle bus available) 10 minutes on foot from Funabashi-Keibajo Station on the Keisei Main Line (free shuttle bus available) <Bus> 15 minutes from JR Tsudanuma Station 15 minutes from JR Funabashi Station
Operating Hours	NORTH, SOUTH, WEST 10:00–20:00 *Operating hours are until 21:00 on Fridays, Saturdays, Sundays and national holidays Harbor Grill (1F–3F NORTH) 11:00–22:00 Dining Terrace (3F SOUTH) 11:00–22:30 *Operating hours are until 23:00 on Friday, Saturday, Sunday, and national holidays *Operating hours may differ for some stores. *Operating hours are subject to change. Please check the official website for details.
Operation and management	Mitsui Fudosan Retail Management Co., Ltd.
Website	https://mitsui-shopping-park.com.e.act.hp.transer.com/lalaport/tokyo-bay/