

For immediate release

May 17, 2023

Mitsui Fudosan Co., Ltd.

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## Mitsui Fudosan Launching Initiative to Address Fashion Industry Issues

Opening a Site in Kisarazu for Creating a New Clothing Cycle on Thursday, June 8

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Exterior image of KISARAZU CONCEPT STORE

Tokyo, Japan, May 17, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will open KISARAZU CONCEPT STORE (hereinafter “the site”) in Kisarazu City, Chiba Prefecture on Thursday, June 8, 2023. The site will create a new clothing cycle as a step towards solving fashion industry issues.

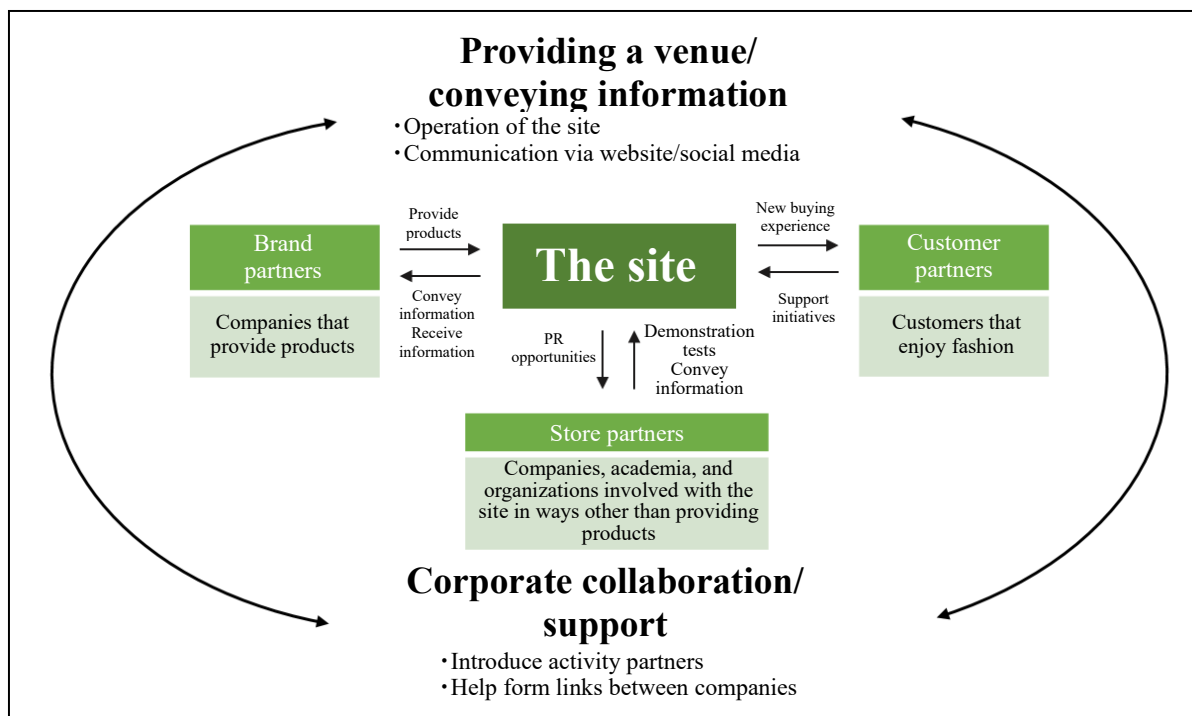
Many brands and organizations are taking an array of measures to tackle issues faced by the fashion industry, including steps to reduce overstock and build supply chains that are easy on the environment. As a developer and operator of numerous retail facilities in Japan and overseas, Mitsui Fudosan is working with its partners to resolve such issues.

Along with spotlighting irregular items, dead stock lying dormant in warehouses, and other products that have not reached customers through the retail distribution channel so far, introducing new materials and new forms of creation such as upcycling, and otherwise provoking thought about the future of the fashion industry, Mitsui Fudosan will establish the site in Kisarazu as a place where customers can enjoy a whole new kind of shopping experience.

Mitsui Fudosan will put its “Growing Together” business policy for its retail facilities into practice by tackling brand companies’ inventory-related issues while delivering a new type of shopping experience.

In addition, Mitsui Fudosan will contribute to creating a sustainable society by promoting steps to recycle clothing into soil, eco-friendly fuel, and so forth as well as supporting the activities of companies and organizations conducting research on technologies therein.

The site will provide a venue for brands, customers, and companies, academia, and organizations that are developing new technologies and conducting research to come together and form connections with each other. It will also be a starting point for conveying information, and creating a cycle of corporate support.



### Features of the site

A place that delivers a new clothing cycle as a sensory and physical experience to visitors while they enjoy shopping

1. Participation-based system linking customers’ admission fees to support of activities
2. CIRCULAR FARM by Cresava Co., Ltd. creating a farm from clothing
3. Research activities by Kindai University and Bunka Gakuen University to create next-generation renewable energy from clothing
4. THE OPEN CAFÉ by KURADASHI Co., Ltd. and Foods Creation Inc. puts to use food at risk of waste
5. FITTING STUDIO for trying on clothing to one’s heart’s content
6. POP UP STAGE introducing various brands’ initiatives and items

### About Growing Together

Underpinned by the concept of “Growing Together,” Mitsui Fudosan develops and operates retail facilities rooted in the community where customers and vendors grow together. At KISARAZU CONCEPT STORE, Mitsui Fudosan also aims to go beyond just the sales of products to provide an enriching time by creating a space overflowing with new experiences and discoveries.



<Excerpt of companies endorsing and cooperating with the initiatives (listed in alphabetical order)>

A.P.C JAPAN LTD.	Fashion Box Japan Co., Ltd.	modaClea co., ltd.
A.Testoni Japan Co., Ltd.	Ferragamo Japan K.K.	MOONBAT Co., Ltd.
ABAHOUSE INTERNATIONAL Co.	FLANDRE CO., LTD.	NARUMIYA INTERNATIONAL Co., Ltd.
ADOORLINK Co., Ltd.	Foods Creation Inc.	New Balance Japan, Inc.
AKRIS JAPAN Ltd.	FORMi Co., Ltd.	NOLLEY'S Co., Ltd.
ALLSTYLE INC.	Fukuske Corporation	OTB Group
AMAN Co., Ltd.	Furla Japan Co., Ltd.	PAPAS COMPANY
AMBUSH Inc.	Gap Japan K.K.	PaRAGRAPH CO., LTD.
ASICS Corporation	Giorgio Armani Japan Co., Ltd.	PUMA Japan K.K.
Barneys Japan Co., Ltd.	GUNZE LIMITED	PVH Japan Ltd.
Baroque Japan Limited	H.P. France Inc.	Ralph Lauren Corporation Japan
BAYCREW'S CO., LTD.	Herno Japan Ltd.	Richard Ginori Asia Pacific Co., Ltd.
BEAMS Co., Ltd.	HIROTA Co., Ltd.	Richemont Japan Limited
BIGI CO., LTD.	Hit Union Co., Ltd.	RSN Japan Co., Ltd.
Bluebell Japan Ltd.	Hugo Boss Japan K.K.	Samsonite Japan Co., Ltd.
Boardriders Japan Co., Ltd.	HURLEY JAPAN CO., LTD.	SANYO-SHOKAI LTD.
B's INTERNATIONAL Co., Ltd.	IGA Co., Ltd.	SENBA CORPORATION
Bshop Inc.	ITOCHU Corporation	SHIPS LTD.
Bunka Gakuen University	ITX Japan Co., Ltd.	SHOWA NISHIKAWA CO., LTD.
CA4LA INC.	JOI'X CORPORATION	SIGMAXZY Holdings Inc.
Charles & Keith Japan LLC	Karrimor International Ltd.	Smiles Co., Ltd.
Circular Cotton Factory (a general incorporated association)	KEEN Japan G.K.	Sojitz Infinity Inc.
COLE HAAN JAPAN LLC	Kindai University	Style Agent Co., Ltd.
Columbia Sportswear Japan, Inc.	KRS LLC	Takihyo Co., Ltd.
CORONET CORPORATION	KURADASHI Co., Ltd.	TANSEISHA Co., Ltd.
Cresava Co., Ltd.	Leilian Co., LTD.	The SAZABY LEAGUE Co., Ltd.
CYCLEUROPE JAPAN CO., LTD.	LeSportsac Japan Co., Ltd.	TIEMCO LTD.
D.T.J. Co., Ltd.	Liberty Japan Co., Ltd.	TOMORROWLAND CO., LTD.
d'un à dix co., ltd.	LOGISTEED, Ltd.	TOYODA TRADING CO.LTD.
Deckers Japan G.K.	lucifer research co. ltd.	TSI HOLDINGS CO., LTD.
DENHAM JAPAN INC.	Mamere Co., Ltd.	Tumi Japan, ULC.
Eastland Corp.	Marc Jacobs Japan Co., Ltd	Union Gate Group, Inc.
EcoBiz Co., Ltd.	MARK STYLER Co., Ltd.	UNITED ARROWS LTD.
ECOMMIT Co., Ltd.	MASH Holdings Co., Ltd.	UNITED NUDE JAPAN Co., Ltd.
EDWIN CO., LTD.	Michael Kors Japan, LLC	Woollen Co., Ltd.
FAR EAST COMPANY INC.	Mitsui Chemicals, Inc.	YAGI TSUSHO LIMITED

**【Attachment 1】 Overview of the initiatives**

<Name, operating hours, etc.>

Site name	KISARAZU CONCEPT STORE
Operating hours	10:00 to 20:00 (Last admission: 19:30) * Operating hours are subject to change, so please check the latest information on the website.
Admission fee	¥300 (free for junior high school students and under)
Production	Smiles Co., Ltd.
Operation	Sojitz Infinity Inc.
Website	<a href="https://kisarazu-concept-store.com">https://kisarazu-concept-store.com</a>
Social media account (Instagram)	kisarazu_putons

<Location, Access, etc.>

Location	2-9-1 Kaneda-Higashi, Kisarazu City, Chiba (adjacent to MITSUI OUTLET PARK KISARAZU)
Access	1km from Kisarazu-Kaneda IC on the Tokyo Bay Aqua Line Approx. 10 min. by bus from Sodegaura Station on the JR Uchibo Line
Site area	Approx. 78,576 ft <sup>2</sup> (7,300m <sup>2</sup> )
Structure and scale	Steel frame construction, 2 floors above ground
Total floor area	Approx. 32,291 ft <sup>2</sup> (3,000m <sup>2</sup> )
Store area	Approx. 26,479 ft <sup>2</sup> (2,460m <sup>2</sup> )
Architect	Building: Sumitomo Mitsui Construction Co., Ltd. Exterior: Sumitomo Mitsui Construction Co., Ltd., Seibu Landscape Co., Ltd. Interior: Smiles Co., Ltd., SENBA CORPORATION
Contractor	Building: Sumitomo Mitsui Construction Co., Ltd. Exterior: Seibu Landscape Co., Ltd. Interior: SENBA CORPORATION
Building environmental design	Exterior: Nonscale co. Landscaping: STGK Inc.
Environmental certification	Obtained ZEB certification

<Map>



<Reference information>

Smiles Co., Ltd. news release (Japanese language only):

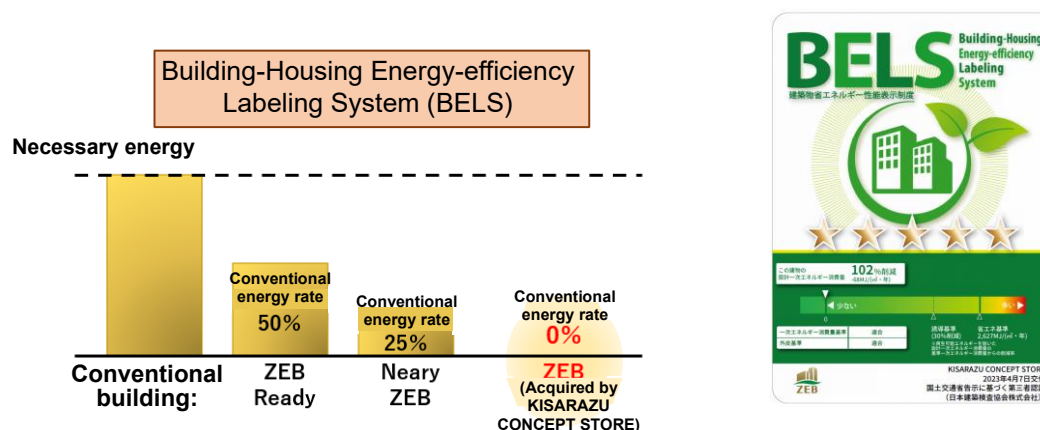
<https://prtimes.jp/main/html/rd/p/000000062.000060866.html>

KURADASHI Co., Ltd. news release (Japanese language only):


<https://corp.kuradashi.jp/news/23-05-17>

### 【Attachment 2】 Mitsui Fudosan’s first retail property to obtain ZEB certification, the highest rank in BELS evaluation

KISARAZU CONCEPT STORE is equipped with over 900 solar panels to generate energy on-site. Other measures were also taken to conserve energy, such as using a continuous sawtooth-shaped roof to bring natural lighting in from high side lights, in addition to enhancing building envelope performance. Such steps to generate and save energy reduced the facility’s planned primary energy consumption by over 100%. It is Mitsui Fudosan’s first retail property to obtain ZEB certification, the highest rank in an evaluation based on BELS (Building-Housing Energy-efficiency Labeling System).



### 【Attachment 3】 The “& EARTH” principle

Based on its philosophy of seeking to link diverse values, coexist in harmony with society and achieve a sustainable society, as symbolized by the Mitsui Fudosan “” logo, the Mitsui Fudosan Group has adopted “&EARTH” as its Group Vision and is working to foster social and economic development as well as global environmental preservation.

“&EARTH” expresses the Group’s recognition that urban development is interlinked with the planet and its aim of a society that enriches both people and the planet.

### 【Attachment 4】 Mitsui Fudosan Group’s Contribution to SDGs

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

Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

【References】· Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

· Diversity & Inclusion Promotion Declaration and Initiative Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

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

- Goal 7 Affordable and Clean Energy
- Goal 9 Industry, Innovation and Infrastructure
- Goal 11 Sustainable Cities and Communities
- Goal 12 Responsible Consumption and Production

