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AEON CO., LTD.

## **F.T** —Aeon's new specialty store for apparel and lifestyle items —to be launched

New concept retail format with style-focused layout

Aeon will open a new concept specialty store, under the name “FT,” that offers apparel and lifestyle items in combination with services such as nail salon and café, focusing on on-site experience. The new store will celebrate its grand opening on Saturday, November 30, 2013 on the premise of Aeon Town Yoshikawa-minami (Yoshikawa City, Saitama).

The concept of FT has been developed to fulfill the recent family consumers' expectations, particularly, of those who give as much time and energy to realize their ideal home or fashion as they do to cherish the time with their family. This new large-scale, single-floor retail format has been designed to offer a range of selected brands of apparel, fashion and lifestyle items according to a style-based category, a unique approach employed to replace the conventional brand-based organization, while also housing attractive facilities to allow families to spend time together comfortably while shopping.



### **Special features of FT**

#### **Style-based offer of home and fashion items**

Selected brands of home and fashion items are laid out based on styles, such as “traditional,” “feminine,” and “European.” This is to offer shopping efficiency and excitement to explore for customers, enabling to find items that match their individual taste and preferences effectively, not by wandering around the entire floor visiting from shop to shop.

#### **Focusing on the latest trends, fine quality and reasonable prices**

To increase the chance of customers to encounter the items of their wish amid rapidly changing fashion trends, offerings of FT are selected carefully focusing on the latest trends, fine quality and budget-friendliness.

#### **Offering exciting and comfortable shopping experience**

FT aims to attract customers who can opt to do shopping online easily at home. For this purpose, it also focuses on non-product sections accommodating service and activity oriented outlets, including nail salon, café and Kodomo Lounge (Kids' Lounge), a space with children's books which are free to read, to provide attractive opportunities for families to spend pleasant time together while shopping.

FT has been developed as a new pillar of growth strategy for Aeon's retail business. Aeon plans to expand its operation to other locations, with a focus on delivering attractive physical store shopping experience, while maximizing the effect of on2off practice using smartphone applications.

## Image of the external appearance of the store



## Store concept of FT

### **Latest trend, friendliness, comfort—values delivered by FT**

FT offers **opportunity for fostering and boosting family ties.**

Our society is filled with modern conveniences and it's continually advancing.

While modern value has been hugely created and widely shared, enabling people to develop individual lifestyle, we are losing chances to experience the traditional-style human communication and interaction.

In this modern society, FT wants to offer the atmosphere to enjoy heartwarming get-togethers with family and friends, while enjoying modern conveniences that enhance the living quality.

F.T welcomes visitors to check out its trendy offerings of distinctive taste and quality and spend a pleasant and fun time on the spacious floor including a variety of fashion items and café.

## Naming of FT

The name "FT" is coined by combining the initial letter of two English words that represent the project's essential concept: "family" (standing for the idea of providing an opportunity for fostering and boosting family ties and "tree" (symbolizing human connection). "Tree" is also a key word closely related to Aeon, expressing its continuing activity of tree-planting projects around the world to conserve and increase green environment for the future.

FAMILY

TREE

(Tree/human connection)

Fourth tree

From/for trees

Fashion tree

## Shops

### Women's wear



#### **A total of 40 brands**

Apparel (European, American Casual, Feminine, Traditional, Natural, larger-size selection), accessories (jewels, leg wear, bag, head wear, rain wear, etc.) inner wear, shoes



### Men's wear



#### **A total of 28 brands**

Apparel (Traditional, European, American Casual), dress shirt, accessories for business use, head wear, inner wear, shoes



### Children's wear



#### **A total of 14 brands**

Girls' apparel (Feminine, American Casual), Boys' apparel (European, American Casual), accessories, shoes

### Livingware



#### **A total of 8 brands**

Interior furnishings, bed/bedclothes, bathroom items, kitchen and dining utensils





## Non-product sections

### **WK HAWAII CAFÉ**

An established Hawaii pancake café chain based in the American island will be introduced to FT. The café will offer a variety of local food and taste in a spacious facility designed to ensure comfortable time shared by family and friends over distinct refreshment.



### **Nice Nail Cute**

The nail salon enjoying increasing popularity for its flat-rate, reasonable and transparent price plans opens its first branch in the Kanto region on the FT floor. The new salon will invite new customers seeking after fashionable trend and personal style.



### **Kodomo Lounge (Kids' Lounge)**

A special space equipped with a library of around 1,000 children's books, including those for coloring, has been built within the FT. The facility aims to provide an opportunity for families to have a fun time between shopping sessions.



### **Profile of the first F.T store: FT Yoshikawa-minami Store**

**Address:** Aeon Town Yoshikawa-minami (3-12, Minami, Yoshikawa City, Saitama)

**URL:** <http://www.aeon-ft.jp/>

**Floor area:** Approx. 3,500 m<sup>2</sup> (approx. 1,050 *tsubo*, single floor)

**Number of employees:** 48

**Opening date:** Saturday, November 30, 2013

**Store hours:** 10:00 to 20:00

Closed on the third Wednesday of every month (open when the day falls on a national holiday)

**Main target:** Young families, particularly Generation Y families in their 40s, who value family life and personal style.

### **FT-specific smartphone application**

Sends campaign/discount information and coupons to subscribers.  
Will be launched at 5:00 a.m. on November 23, 2013.

