

# News Release

November 20, 2015

Tokyu Land Corporation  
TOKYU DEPARTMENT STORE CO., LTD.  
TOKYU HANDS INC.

## Outline of New Business Decided for Tokyu Department Store's "HINKA RINKA" and Tokyu Hands' "HANDS EXPO" : Both to be Tenants in the "(Provisional Name) Ginza 5 Project" Planned for Spring 2016 in Sukiyabashi, Ginza

Under the concept of "Creative Japan: The world becomes exciting from here", Tokyu Land Corporation (head office: Minato-ku, Tokyo, President: Hitoshi Uemura) is currently developing a new large-scale commercial facility scheduled to open in spring 2016, tentatively called the "(Provisional Name) Ginza 5 Project". The outline for the new businesses of TOKYU DEPARTMENT STORE (head office: Shibuya-ku, Tokyo, President: Chihiro Nihashi) and TOKYU HANDS (head office: Shinjuku-ku, Tokyo, President: Katsuhiko Yoshiura) has been confirmed for these scheduled tenants in this facility.

[New business for TOKYU DEPARTMENT STORE: 'HINKA RINKA']



<Conceptual Image of Store Interior>

[New business for TOKYU HANDS: 'HANDS EXPO']



<Conceptual Image of Store Interior>

The facility will host approximately 120 stores brimming with a variety of goods, such as apparel, general merchandise and cuisine. Among them are the core components of the retail section of the Tokyu Group— TOKYU DEPARTMENT STORE and TOKYU HANDS—which will bear the charm of the dual traditional and innovative spirit in Ginza as they showcase their unprecedented businesses there. TOKYU DEPARTMENT STORE will be using its organizing skills as a department store to create its large fashion select store, HINKA RINKA, on a portion of floors 3 through 5, which will target 'selfista' women who desire to both enjoy fashion and upgrade their style. They will present new adult fashion never before seen. Also, TOKYU HANDS will have their new HANDS EXPO store on the 7<sup>th</sup> floor to target people who seek opportunities to 'enjoy tomorrow', as they relate their own unique five-directional cultural perspective of wa(和)・miyako(都)・chi(知)・bi(美) and syoku(食).

This facility aims to make use of the know-how cultivated by the Tokyu Group to provide our customers with added value and experience in the world-renowned Ginza area, while also becoming the newest must-see tourist gateway that connects Ginza with Japan and Japan with the world.

■ 'HINKA RINKA' (TOKYU DEPARTMENT STORE New Business)

TOKYU DEPARTMENT STORE's newly-developed fashion select store, HINKA RINKA, will be featured in the facility. The store will span 600 tsubo (nearly 20,000 sq.ft.) on a portion of the 3<sup>rd</sup> through 5<sup>th</sup> floors, and will offer never-before-seen new adult fashion.

The store was named HINKA RINKA to communicate the desire to cater to women who aspire to live with dignity and grace (Japanese: hinkaku and rin). The concept behind the store is one of communicating feelings. The store does not follow conventional item arrangement techniques, but rather organizes its new sales stalls on centered on communicating feelings, where the finest items selected both inside and outside Japan by the most discerning buyers are showcased in a cross-merchandised manner. Shoppers will encounter and discover items that they never would have expected, and are certain to experience feelings of delight, inspiration and connection.

[Store Name] HINKA RINKA

[Concept] one of communicating feelings

[Target Customers] 'Selfista' (Women with both dignity and grace, who enjoy fashion unconstrained by age or values, while also seeking to better themselves)

[Store Location] 3<sup>rd</sup> Floor (Miscellaneous Fashion & Apparel)

4<sup>th</sup> Floor (Ladies' Shoes & Apparel)

5<sup>th</sup> Floor (Apparel, General Goods & Lifestyle Merchandise)



<Conceptual Image of Store Interior>

■ 'HANDS EXPO' (TOKYU HANDS New Business)

TOKYU HANDS will open its new HANDS EXPO in the facility to target people who seek 'opportunities to enjoy tomorrow.' HANDS EXPO is a culture mall built on the concept of 'linking cultures, generating culture.' It's a store where you may find yourself becoming fascinated with a new interest, and linked not

just with things, but also with people.

HANDS EXPO has been developed with affinity categories from a cultural perspective, and is divided into five culture zones themed on wa(和)・miyako(都)・chi(知)・bi(美) and syoku(食). These cultural zones, with their multiple themes, blend into each other, and induce a chemical reaction of sorts to leave a lasting impact on all visitors. There is also a café on site to allow for the transmission of culture to set the stage for active participation, new tastes and new friends.

[Store Name] HANDS EXPO

[Concept] 'Linking Cultures, Generating Culture'

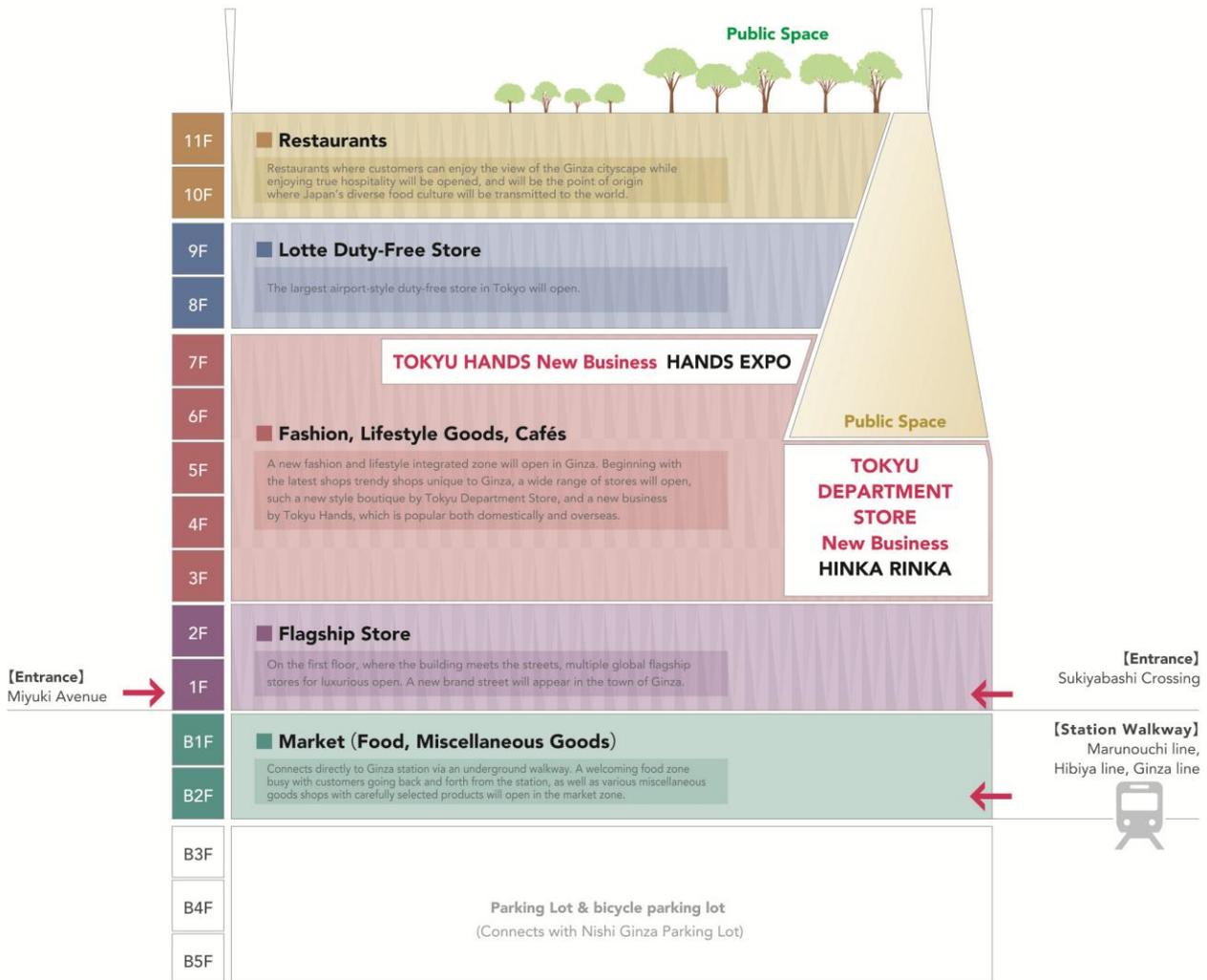
[Target Customers] People searching for 'opportunities to enjoy tomorrow'

[Store Location] 7<sup>th</sup> Floor



<Conceptual Image of Store Interior>

## ■ Floor Plan



### <Enquiries>

#### Enquiries regarding “(Provisional Name) Ginza 5 Project” and Tokyu Land Corporation

PR Office for the (Provisional Name) Ginza 5 Project

Representatives for Initial Inc.: Maruyama, Sato

Tel.: 03-5572-6064, Fax: 03-5572-6065

e-mail: [g5@vectorinc.co.jp](mailto:g5@vectorinc.co.jp)

#### Enquiries regarding Tokyu Department Store

PR Office for HINKA RINKA Tokyu Department Store Representatives for Initial Inc.: Tanoue, Wanibuchi, Matsushita

Tel.: 03-5572-6064, Fax: 03-5572-6065

e-mail: [hinka-rinka@vectorinc.co.jp](mailto:hinka-rinka@vectorinc.co.jp)

#### Enquiries regarding Tokyu Hands

Hiraoka, Funabashi, Kato, Yamada, Branding Section, Management Planning Dept., TOKYU HANDS Inc.

Tel.: 03-5155-5325, Fax: 03-5155-5605

e-mail: [press-all@tokyu-hands.co.jp](mailto:press-all@tokyu-hands.co.jp)

As of today, this release has been distributed to the Ministry of Land, Infrastructure and Transportation Press Club, the Ministry of Land, Infrastructure and Transportation Press Club for Construction Publications, the Tokyo Metropolitan Press Club, the Press Club for the Tokyo Chamber of Commerce and Industry.

**“(Provisional Name) Ginza 5 Project” Facility Summary**

Location	Tokyo-to, Chuo-ku, Ginza 5-2-1
Access	Tokyo Metro Ginza Line, Marunouchi line, Hibiya line 1 minute walk from Ginza station C2 exit Tokyo Metro Hibiya line, Chiyoda line 2 minute walk from Hibiya station A1 exit Tokyo Metro Yurakucho line 2 minute walk from Yurakucho station A0 exit JR Yamanote line, Keihin-Tohoku line 4 minute walk from Yurakucho station, Ginza exit
Floors	B5 to 11F
Area	Lot size: 3,766.73 m <sup>2</sup> , total floor area: Approximately 50,000 m <sup>2</sup>
Construction	Steel, partial reinforced concrete construction, steel-framed reinforced concrete construction
Use	Stores (2 <sup>nd</sup> floor basement to 11 <sup>th</sup> floor), parking lot
Design, direction	Nikken Sekkei Ltd.
Construction	Shimizu Corporation
Market Design	Infix Design, Inc.
Opening	Planned for spring of 2016

■ Map

