

Isetan Mitsukoshi to launch collaboration exhibition as promotion partner for Setouchi Triennale 2016 on March 30

TOKYO, Mar. 29, 2016 /Kyodo JBN/ --

The Isetan Mitsukoshi Group, the largest department store group in Japan, has promoted its campaign titled "JAPAN SENSES" since 2011 to rediscover values created by Japanese tradition, culture and aesthetic consciousness and offer them to its customers as new values. Under the new corporate message, "this is japan.", which it launched in 2015 by deepening this campaign, the group has brushed up its corporate activities, including its product lineup, hospitality and employees' behavior, by fully using its five senses nurtured by Japan's four seasons.

In the upcoming "JAPAN SENSES" Spring Campaign, the Isetan Mitsukoshi Group will hold an exhibition from March 30 to April 12, 2016, in collaboration with Setouchi Triennale 2016, one of the world's largest art festivals that has drawn attention from all over the world, as a promotion partner. Through the exhibition, Isetan Mitsukoshi will introduce attractions in Japan to both the Japanese public and the world as new values.

Comment by Hiroshi Ohnishi, President and CEO:

"We would like to introduce the attractions of the globally known Setouchi Triennale 2016 to both Japanese customers and those from overseas who visit Isetan Mitsukoshi stores as a promotion partner in the festival. Moreover, we would like to introduce craftsmanship and a variety of products in the Setouchi region to our customers through our "JAPAN SENSES" Spring Campaign."

■ Setouchi Triennale 2016 x Isetan Mitsukoshi

Setouchi Triennale 2016 is a contemporary art festival held on beautiful islands dotting the Seto Inland Sea. The art festival, which is the third this time, aims to introduce the attractions of the Setouchi region through contemporary art works created by fully utilizing the traditional culture and beautiful nature on the islands and making the Seto Inland Sea the "ocean of hope" for all regions in the world. Following this collaboration event, the Isetan Mitsukoshi Group will hold an exhibition also in summer and autumn.

Setouchi Triennale 2016

Official website of Setouchi Triennale 2016: <http://setouchi-artfest.jp/en/>

Period:

- Spring: March 20 to April 17
- Summer: July 18 to September 4
- Autumn: October 8 to November 6



Isetan Mitsukoshi Collaboration Exhibition

1) Seto artists are coming to decorate shop windows!

-Venue: Isetan Shinjuku Main Store

- Date: March 30 to April 12

11 artists who will participate in Setouchi Triennale 2016, including Japanese and foreign contemporary artists and filmmakers, will decorate shop windows at the Isetan Shinjuku Main Store.

Participating artists:

Esther Stocker, Haruka Kojin, Junko Koshino/Atelier OMOYA, Katsuhiko Hibino, Keisuke Takahashi, Mari Katayama, Mounir Fatmi, Ryo Toyofuku, Seizo Tashima, Shinji Ohmaki and Yusuke Asai.

*Shinji Ohmaki will design the display of the open-ceiling space on the main building first floor of the Isetan Shinjuku Main Store.

2) Setouchi Triennale 2016× Isetan Mitsukoshi Collaboration Exhibition featuring Genichiro Inokuma

Genichiro Inokuma, one of the artists participating in Setouchi Triennale 2016, is known as the producer of Mitsukoshi's wrapping paper "HANA-HIRAKU" ("Blooming Flowers"). This year marks the 25th anniversary of the founding of the Marugame Genichiro-Inokuma Museum of Contemporary Art, which is situated in Inokuma's hometown in Marugame, Kagawa Prefecture.

GENICHIRO INOKUMA and "HANA-HIRAKU" Exhibition

Venue: Mitsukoshi Nihombashi Main Store main building first floor Central Hall

Date: March 30 to April 5

GENICHIRO INOKUMA and "HANA-HIRAKU" Exhibition

Venue: Takamatsu Mitsukoshi main building first floor Entrance Lobby

Date: March 29 to April 11

Marugame Genichiro-Inokuma Museum of Contemporary Art Exhibition to commemorate its 25th anniversary

Venue: Takamatsu Mitsukoshi new building fifth floor Event Hall

Date: April 5 to 10

GENICHIRO INOKUMA Museum Goods

Venue & Date: Mitsukoshi Nihombashi Main Store main building first floor Central Hall

March 30 to April 5

Venue & Date: Mitsukoshi Ginza Store seventh floor Gallery

March 30 to April 5

Venue & Date: Takamatsu Mitsukoshi new building fifth floor Event Hall

April 5 to 10

■ MITSUBUKOSHI HANA-HIRAKU (wrapping paper)

Mitsukoshi's "HANA-HIRAKU," which was designed by Genichiro Inokuma in 1950, shortly after the end of World War II, is the first original wrapping paper of a Japanese department store. HANA-HIRAKU has been loved by many people for more than 60 years as a symbol of Mitsukoshi. It is epoch-making wrapping paper as its design accentuates the beauty of goods it wraps regardless of the size of goods and angles at which the goods are viewed. We wrap goods our customers buy with HANA-HIRAKU to present them with the tradition and trust Mitsukoshi has nurtured.



MITSUBUKOSHI HANA-HIRAKU (wrapping paper)

MITSUBUKOSHI HANA-HIRAKU Collection

In the MITSUBUKOSHI HANA-HIRAKU Collection, the design of "HANA-HIRAKU" collaborates with a variety of items and harmonizes with customers' daily lives.

Mitsukoshi Nihombashi Main Store and other Mitsukoshi stores will begin to sell the collection of goods, which you can wear, taste, embrace and love, on March 30.



(HIROSE DYEWORKS) Edo-Komon Stole: 32,400 yen each

Stoles printed with Ise cut paper stencils. HIROSE DYEWORKS' traditional fine sharkskin patterns are precisely dyed, and their delicate color combinations are beautiful.



(ex1411) Denim Pants: 35,640 yen

Leather patches with patterns of "HANA-HIRAKU" are attached to Isetan Mitsukoshi's exclusive pants, produced in Okayama, known as an area where denim is a specialty. This denim pants are cropped pants so that their hems look like fringes.



(Ukeian) Ukokkei (silky fowl) Castella: 1,556 yen (200 grams)

Rich-tasting Ukokkei Castella is baked using silky fowls' eggs.

"HANA-HIRAKU" design are pressed on the cake's surface with a hot iron.



BE@RBRICK BOTTLE Mineral Water: 648 yen each (380ml)

Mineral water taken from a high-quality spring of Mount Myoko, one of Japan's 100 best mountains, is contained in BE@RBRICK BOTTLES with "HANA-HIRAKU".

■ Isetan Mitsukoshi Group JAPAN SENSES Spring Campaign

Date: March 30 to April 12

The theme of "JAPAN SENSES" in spring 2016 is the "Beauty of Blue." Japanese people have been fascinated and felt familiar with solemn, pure, deep and clear blue since old days. During the upcoming "JAPAN SENSES" Spring Campaign, Isetan Mitsukoshi will try to clarify the attractiveness of blue and introduce a variety of goods and culture featuring this color while collaborating with Setouchi Triennale 2016.

Isetan Shinjuku Main Store JAPAN SENSES Spring Campaign

Japan's "Art and Spirit" Exhibition ArtisanShip×Story

Date: March 30 to April 4

Venue: The exhibition site on the sixth floor of Isetan Shinjuku Main Store

"The Wonder 500™" to introduce Japan's finest goods produced in various regions to the world

Official website of The Wonder 500™: <https://thewonder500.com/?lang=en>

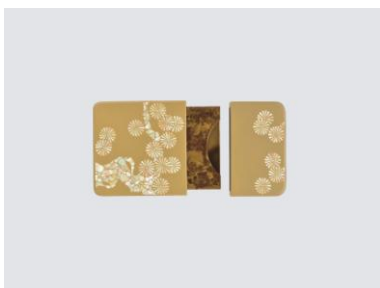
The Wonder 500™ is a regionally driven Cool Japan project designed to discover "local products that are the pride and joy of Japan but not yet known outside Japan," and then promote them around the world. A total of 500 products from all 47 prefectures in Japan were selected by 30 expert producers and public voting for this project. The project aims to communicate warmth and wonder through the 500 items. Moreover, the project will provide Japanese people with opportunities to make new discoveries. In addition to the officially recognized 500 items, the project focuses on about 30 business operators that produced these items. By displaying a variety of goods that embody Japan's craftsmanship, including the 500 items, the project aims to have visitors feel Japan's

craftsmanship that is full of "stories."



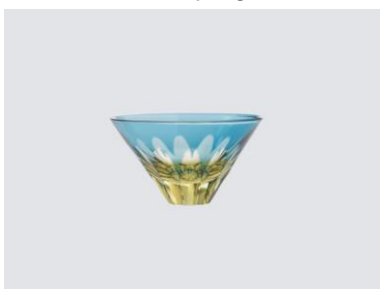
(Kyoto/ARATA) Modern necklace with silver leaf: 23,760 yen

The necklace is highly popular as its Japanese-style appearance using hand-made washi (high-quality Japanese paper) and silver leaves is in a fine balance with its impressive modern design.



(Toyama/Takaoka Shikki) "Matsu" business card holder designed in mother-of-pearl inlay (white): 108,000 yen

This modern and casual business card holder is produced using the most sophisticated techniques Takaoka craftsmen boast. West European buyers praise the product, with one of them saying, "Its stunning beauty should be truly appreciated in Europe."



(Tokyo/Nakakin Glass Co.,Ltd) Edo Kiriko Guinomi Sakasafuji, a sake glass with an inverted image of Mount Fuji: 4,860 yen

The project organizer has received numerous inquiries from Taiwanese people who regard Mount Fuji as a symbol of Japan. An inverted image of Mount Fuji on the glass shows various expressions depending on the angle at which it is viewed. The glass has been popular as an interior accessory.

Links:

Video site introducing Isetan Mitsukoshi Holdings Group:

<http://www.imhds.co.jp/english/company/movie/>

Video site introducing 2015 JAPAN SENSES campaign “majotae” hemp fabric items jointly developed with Avex Group:

https://www.youtube.com/watch?v=mPH_LNGmvW8&feature=youtu.be

Isetan Mitsukoshi Holdings Group’s corporate message, “this is japan.”:

<http://this-is-japan.jp/60/>

Corporate data on Isetan Mitsukoshi Holdings Group:

<http://www.imhds.co.jp/english/company/number.html>

Corporate website:

<http://www.imhds.co.jp/english/>

Source: Isetan Mitsukoshi Holdings Ltd.