

Notice Regarding Consolidation of Laox Ginza Main Store and Laox Ginza EXITMELSA

Laox will close Ginza Main Store at the end of August and concentrate resources on EXITMELSA, which will reopen after renovation as the new flagship store in Ginza

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) has decided to close Laox Ginza Main Store with the expiration of the fixed-term building lease contract and concentrate our resources on Laox Ginza EXITMELSA.

Located on the main street of Ginza, Laox Ginza Main Store has enjoyed strong royalty from a wide range of customers as a pioneer in the inbound business in Ginza since its opening in 2013. In 2015, the store frequently appeared on the media as one of the Laox flagship stores that ignited the so-called Explosive Buying spree and the scene of foreigners enjoying shopping in the store has become a staple news item.

With the termination of the lease, Laox Ginza Main Store is now ending its five-year long history and will be integrated into Ginza EXITMELSA, which will be renovated and reopened to offer a further improved product assortment and upgraded services.

Laox stores have served customers from the world over with a wide variety of excellent products made in Japan and what we call “total service”, which ensures that foreign tourists can enjoy shopping without any worries.

Ginza EXITMELSA offers a four-language (Japanese, English, Chinese, and Korean) concierge service, keeps customers’ luggage, provides tourist information, and sells SIM cards and subway tickets in addition to offering sincere help for shopping. In a resting space (approx. 33 m²), customers can not only take a pleasant break from busy shopping but also enjoy viewing anime pictures, now a symbol of the Japanese culture, on the wall, put on rental kimono, and experience various aspects of the Japanese culture.

Cosmetics have been especially popular among customers from Asian countries including China in recent years. Ginza EXITMELSA has JCL, or Japan Cosme Lounge, where face-to-face consultation by cosmetics experts is offered, starting from skin condition examination. Adjacent to JCL is the hair-care and beauty appliance section, where a wide variety of facial massagers, hair dryers, and other beauty-related products are on display that reflect cosmetic trends and satisfy female customers’ needs.

After the consolidation, we will continue to strive to create a store that satisfies our customers by improving both service and product assortment at Ginza EXITMELSA so that it can serve as a landmark for many foreign visitors to Ginza.

—News—

To mark the third anniversary of the store opening in 2015, Laox EXITMELSA will hold “Thank You Sale (a tentative name)”, starting from the end of August. All of Laox’ s original suitcases will be sold for ¥3,980, a huge discount.



■Laox Ginza EXITMELSA
Store Information

Location: Nakamura Sekizenkai Bldg. 5-6F, 5-7-10, Ginza, Chuo-ku, Tokyo

TEL: 03-5537-9990

Store Hours: 11:00~20:00

Contract Area: 1517.4 m²

Products Sold: Cosmetics, Hair-Care & Beauty Appliances, Household Products, Folkcraft Items, Travel Goods, Food, Watches, and others

《Contact for information regarding this announcement》

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