

Special retail area planned by Laox and specialized in Made-in-Japan products opened in a giant commercial complex that started operation on July 27

Made-in-Japan Products Specialty Area, planned by Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen /security code 8202, hereinafter referred to as “we”), opened on July 27th in Xi’an Suning.com Square, a huge shopping mall developed by Suning Real Estate Co., Ltd., one of our fellow Suning group companies, in the downtown of Xi’an in China.

Xi’an Suning.com Square is a commercial complex with a total floor area of more than 50,000m² newly opened in the center of Xi’an in China by Suning.com. The facility incorporates state-of-the-art technologies and services that embody Suning.com’s slogan “Smart Retail”, including face recognition payment, an unmanned retail area, and a lost-child prevention system. Located in this mall is Made-in-Japan Products Specialty Area, planned and designed by us. It has two sections, one for actually selling items made in Japan and another for displaying samples. Products sold or displayed include hairdryers, electric shavers, electric toothbrushes, and other items that tend to be repeatedly purchased such as cosmetics, health care goods, and household goods. In the showroom section, each item is attached with a QR code, which directs the customer to the relevant page on our Suning.com Overseas Flagship Store, where they can make the purchase.

As announced in our Medium-Term Management Plan, we are aiming to evolve from passive business where we wait for our customers in our physical stores to active business where we approach potential customers through various channels including cross-border E-commerce sites. It is in order to pursue this strategy, and meet the demand of new markets and business environments, that we have set up Made-in-Japan Products Specialty Area.

Xi’an city … The biggest city in the North-Western China and the capital of the Shaanxi province. Its municipal GDP in 2017 was 746.99 billion yuan (approx. 12.2 trillion yen), about the same as that of Nagoya city. The city has a population of about 8,467,800, more than three times that of Nagoya city and slightly more than that of Aichi prefecture. Xi’an, once known as Changan, the capital of ancient China, is also a thriving tourist city with many world heritage sites including Terracotta Warriors.



Expected exterior of Xi’an Suning.com Square



Showroom, mainly for hair-care and beauty appliances



Section mainly selling and household products

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Corporate Planning Division, Laox Co., Ltd. TEL 03-6852-8881