

Pufla, the first Laox / Shaddy collaboration shop, will open in Odaiba!
~Gift shop that offers hands-on experience and “mature yet cute” items~

Laox Co., Ltd. (hereinafter referred to as “we”) and Shaddy Co., Ltd. (hereinafter referred to as “Shaddy”) will open Pufla, a gift shop that offers hands-on experience, within Laox Decks Tokyo Beach Daiba Store, taking advantage of the synergy effect of the Laox group.

Shaddy is a leading gift company with a history of more than 90 years. It is operating around 3,000 franchise stores across Japan, including Salad-Kan stores well known among Japanese customers. Shaddy carries about seventy thousand SKUs of high-quality, safe, and trusted made-in-Japan products such as Imabari Towel, renowned luxury towel.

Currently, Shaddy’ s main customers are Japanese people while Laox mostly serves foreign tourists visiting the country. Each company will be able to expand its existing clientele by opening their first collaboration store in Laox Decks Tokyo Beach Daiba Store located in the Odaiba area, which is a very popular destination among both domestic and foreign tourists.

Under the store slogan of “mature yet cute” , Pufla redoubles Shaddy’ s merchandising efforts, putting an emphasis on items targeted at customers in their 30s and 40s, a demographic that has not been the focus of the marketing strategy of Shaddy. Another focal point of merchandising for Pufla is female customers. For example, the store features the latest hair care and beauty electric appliances that are so popular at Laox stores.

The hands-on experience offered at Pufla also sets it apart from other gift shops. For example, customers can actually touch and confirm, on a wall-length table, the exquisite fabrics of Imabari towel, which is usually sold in a sealed box. Customers can also have the towel embroidered with a name. Another example is a section in the store where customers learn how to make a herbarium - a beautiful plant specimen in a stylish bottle, a very popular gift item among Japanese ladies - . In other words, they can make the only one gift in the world with their own hands.

Pufla’ s staff consist of sales clerks from Laox with plenty of experience serving foreign customers, those from department stores in the Laox group, and those from Shaddy who have the vital expertise in selling gifts. Their cooperation will generate strong synergy effects.

During the week from the opening day, Oct. 26th (Fri), a special sales promotion will be held using “Star Coupon” (by the courtesy of Witsign Co., Ltd.), an SNS tool to disseminate information and attract customers.

We are planning to open Pufla stores in Shaddy’ s franchise stores across Japan and Laox’ s branch stores in addition to Decks Tokyo Beach Daiba Store. We will create a synergy effect of our group, expand our customer base, and improve both our stores and product selection so that we can meet diversifying customer needs.

Pufla Free Gift Promotion of “Mature Yet Cute” products!

Period; Oct. 26th, (Fri) - Nov. 1st, (Thu)

Customers who visit Pufla after earning “Stars” using the “Star Coupon” will be offered, according to the number of the stars earned, the latest hair-care and beauty appliances very popular among ladies, special Pufla goods, or lottery tickets on a first-come, first-served basis.

■ Pufla Store Information

Location : In Laox Decks Tokyo Beach Daiba Store
Decks Tokyo Beach Island Mall 3F, 1-6-1, Daiba,
Minato-ku, Tokyo 〒135-0091

TEL : 03-6426-0091

Store Hours : 11:00~21:00

Sales Floor Area: 141.28 m²

Products Sold : Household Products / Towel / Hair Care & Beauty Appliances / Foods / Stationeries
/ Experience in making a herbarium



*Pufla is a coinage. It combines two words: pure and flap.
It embodies our aspiration to shatter old notions, flap into the sky,
and offer new service for our customers.
Pufla's store concept is “the choicest gifts to spice up everyday life” .
We would like to enrich the life of every single one of our customers.



«Contact for information regarding this announcement»
Corporate Planning Division, Laox Co., Ltd. TEL 03-6852-8881