

**Notice of reopening of Laox Ginza EXITMELSA after renovation
and expansion**
**~ expansion of sales area by 132m² and product assortment in response
to customer increase due to store consolidation ~**

Laox Co., Ltd. (hereinafter referred to as “we”) will reopen Laox Ginza EXITMELSA after renovation and expansion on November 23 2018 (Friday, a national holiday).

Laox Ginza EXITMELSA is located on Ginza Chuo Dori, a luxurious shopping street lined with flagship stores of both Japanese and foreign brands, and has served so many customers, mainly foreign tourists since its opening in 2015. In particular, the store’ s customer traffic has steadily increased since we closed Laox Ginza Main Store in August 2018 and concentrated our resources on Laox Ginza EXITMELSA, with the average number of visitors to the store per day after September almost doubling from a year earlier. The store is about to establish itself as a true flagship store of Laox in Ginza.

Laox Ginza EXITMELSA expanded its sales area by 132m², in total of the 5th and 6th floors. It now carries imported watches, which former Ginza Main Store didn’ t, has expanded the sections offering cosmetics and beauty & hair care appliances that used to be highly popular at the old store, and has opened a new section where the latest facial massager best suited to each customer is recommended and the customer can actually try it. Also, JCL, or Japan Cosme Lounge, which is staffed by cosmetics experts, is located adjacent to the cosmetics section and beauty & hair care appliances section, so that customers can enjoy more pleasant and smooth shopping. Furthermore, we set up a new section dedicated to travel related items such as suitcase covers, wheeled bags, and backpacks in response to an increasing demand for those products from foreign travelers. We have renovated and expanded Laox EXITMELSA in order to offer even more satisfying shopping experience to even more customers.

Laox EXITMELSA has a concierge counter offering four-language customer service, provides various hands-on experiences such as renting, and helping put on, Yukata/Kimono, and satisfies our customers with improved service and product assortment. They will find it even more attractive and gratifying to shop at Laox EXITMELSA.

■ Announcement of a sale

To mark the reopening after renovation and expansion, we have resumed the Customer Appreciation Sale that we held in September and won a great popularity. During the sale, a variety of items, including those available only at Laox EXITMELSA, are offered at special discounts, such as high-performance suitcases sold at ¥3,980 (without tax). Please just drop by.

■ Laox Ginza EXITMELSA official SNS account:

Facebook <https://www.facebook.com/laox.ginzaexitmelsa/>

Instagram <https://www.instagram.com/laoxexitmelsa/>



Left: The beauty & hair care appliances section (converted & expanded by 42.9m² from the former food section)

Right: The new section dedicated to an especially popular brand of beauty & hair care appliances

■ Laox Ginza EXITMELSA Store Information

Location : 3F(part), 5F, 6F Nakamurasekizenkai Building, 5-7-10 Ginza, Chuo-ku, Tokyo

TEL : 03-5537-9990

Store Hours : 11 : 00~20 : 00

Area leased : 1,699.90 m²

Products Sold : Haircare & Beauty Appliances, Cosmetics, Medicines, Baby Goods, Health Foods, Health-Care Products, Home Appliances Designed for Overseas Use, Kitchenware, Digital Cameras, Audio/Visual Products, Watches, Branded Items, Jewelry, Craftworks, Folkcraft Items

《Contact for information regarding this announcement》

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