

## **A new flagship store based on the concept of "food" will open in Dotonbori on June 18!**

**~We will offer "global lifestyle" to our customers around the world~**

Laox Co., Ltd. (the "Company") is pleased to announce the opening of our first new flagship store, which based on the concept of "food", in Dotonbori on Thursday, June 18, offering "global lifestyle" that enriches the lives of customers around the world through our products and services.



### **■ Background of the new flagship store**

We are recognized as a major electronic and home appliances retailer in Japan and have been and have been leading as a pioneer in the inbound business in recent years. On the other hand, in anticipation of the increasing globalization in the future, we set up our "Merchandising Strategy Development Division", and with our know-how cultivated in the inbound business, we have been preparing for this flagship store by merchandise and flagship store development focus on the universality of "food" since last year.

### **■ Proposing "good things" that transcend national borders**

We have been pursuing inbound business for a long time, and we know what it means to be "good things of Japan". In our new flagship store, we hope that people who live in Japan can discover the "good things" of Japan once again, furthermore, we hope that not only people in Japan but people around the world know more about the "good things" of Asia as well as the "good things" of the world. This will be our first flagship store aiming in delivering products and services that transcend national borders and proposing "global lifestyle" that colors the lives of our customers.

Although we came across the unforeseen circumstances such as the postponement of the opening caused by COVID-19 recently, we have overcome those circumstances and are now ready to open for business.

### **■ Flagship store details**

On the first floor of this flagship store is "Laox Food Market", specializes in food products. We are proud to present Kinki region's largest Sake specialty corner with an assortment of rare Japanese Sake, a take-out corner will also be set as our customers can easily enjoy. Besides of these, in early July, the first store of tea and bakery brand "NAYUKI" is scheduled to open on the first floor, which brand is originating in Shenzhen, China.



In the Sake specialty corner, a variety of rare and hard-to-find brands of Japanese Sake from all over the country will be offered under the concept of "Laos's Sake store with earnestness and sincerity". We also have one of Japan's largest selection of sake utensils and snacks to go with Sake, as well as a tasting corner where you can enjoy sake more deeply and casually.

As the demand for consumption from staying at home is increasing due to COVID-19, we have prepared some petti luxurious and delicious products that you can enjoy while at home.

NAYUKI, invited as our tenant this time, is a very popular brand in China that produces fruit teas from a combination of fruits that particular about region and a variety of tea, as well as bakery made by NAYUKI's own method. This will be the first oversea store of NAYUKI to open in Japan, following the one in Singapore.



NAYUKI will serve fruit tea using seasonal fruits with menu will focus on Fresh Strawberry Cloud FruITEAs, NAYUKI Orange Jasmine, Daikoho Oolong Cheese Premium Tea, Sparkling Jasmine with Grapefruit and Rosemary as well as NAYUKII Dew Oolong Tea.



A variety of other products such as high-class fruits, Japanese brand meats and rice, popular Japanese and western sweets will also be displayed on the first floor, as well as a take-out corner. Organic and Korean cosmetics and other popular cosmetics as well as "grown-up but kawaii" knickknacks will be displayed on the second and third floors, while the event space on the third floor will host a variety of events and exhibitions.

Starting with the opening of the Laox Dotonbori flagship store, we will continue to respond to the needs of our customers in Japan and overseas by creating stores and services hoping more customers will come to our stores. Do please stay tuned.

## ■ Laox Dotonbori Flagship Store Overview

Date of open: Thursday, June 18

Address: 1-8-22 Dotonbori, Chuo-Ku, Osaka City, Osaka Prefecture

Tel: 06-6484-7191

Business hour: 12 : 30~21 : 00 ※Hours are subject to change

URL : [https://www.laox.co.jp/laox\\_store/stores/osakadotonbori/](https://www.laox.co.jp/laox_store/stores/osakadotonbori/)



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《Contact for information regarding this report》

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