

April 23, 2012

The much-anticipated landmark of the Harajuku/Omotesando area reopens this summer!!

Grand opening of the newly renovated KIDDY LAND Harajuku
on Sunday, July 1, 2012

~”SNOOPY Town Shop Harajuku” and “Rilakkuma Store Harajuku” will also be opening~

KIDDY LAND Co., Ltd.

KIDDY LAND Co., Ltd. (President and CEO: Yukio Shoji; Headquarters: Taito City, Tokyo) is proud to announce the grand opening of its flagship KIDDY LAND store “KIDDY LAND Harajuku”, currently under reconstruction, on Sunday, July 1, 2012 at 10:30 AM.

The newly renovated “KIDDY LAND Harajuku” opening this summer will renew itself to pursue on becoming an “amusement park” where anyone can enjoy themselves a “landmark” of the Harajuku/Omotesando area, and the “leader” of character merchandise and specialty toy stores, as the flagship store among beloved KIDDY LAND stores nationwide.

The newly renovated store will include specialty shops for popular characters, such as “SNOOPY Town Shop Harajuku”, “Rilakkuma Store Harajuku” and “Hello Kitty Shop Harajuku”. The store will also feature dedicated areas, such as “Disney Corner” (tentative) and “PrismStone”, offering limited edition items in addition to its extensive range of products, thereby creating a special space that can only be found at the Harajuku store.

The newly renovated store will improve its overall structure to offer a barrier free environment that enables customers in wheelchairs or with baby carriages to shop with ease. In addition, by providing high-quality service, such as employing staff members that can communicate with customers from foreign countries, we aim to be a store that not only cherishes more than ever the relationship with existing customers, but also creates “fans” out of new customers.

Since its opening in November 1950, “KIDDY LAND Harajuku” has been patronized by many customers as a landmark of the Harajuku/Omotesando area and highly regarded in Japan as well as overseas as an “information center” that delivers new and exciting trends. In conjunction with the diversification of needs of customers in this new age, KIDDY LAND will return to Omotesando as an evolved store that will be loved by many and provide each and every customer with a world full of dreams and excitement. “KIDDY LAND Harajuku Cat Street store” which has been opened as a temporary store will close on June 10, 2012.

Since its establishment, KIDDY LAND has been a driving force behind Japan's toy Corner as a character merchandise and specialty toy store. We hope to look forward to the grand opening of this enhanced store which is sure to become a place where the many fans can enjoy and become a new legend of the Omotesando area.

*A private viewing for the media is planned for the end of June. Details will be conveyed at a later date.



KIDDY LAND Harajuku exterior
(Image)



KIDDY LAND Harajuku
Grand Opening Logo

New KIDDY LAND Harajuku Highlight (1) Improvements on the structure

The store has been renovated to provide an environment that enables everyone to enjoy shopping and spend a pleasant time.

- Improvements to in-store amenities
 - Entrances and exits have been made barrier free.
 - Restrooms have been enlarged and more stalls installed.
- Projector installation
 - A projector to show movies of popular characters in-store has been installed. This visual presentation will not only make shopping more fun, but will also let people enjoy the world offered by KIDDY LAND.

New KIDDY LAND Harajuku Highlight (2) Improvements of service quality

The quality of service has been further improved in order to surprise and impress customers and have them leave satisfied.

- Customer service improvements
 - Well-educated staffs through training programs will engage with customers with warm hospitality.
 - A concierge will be present on each floor to guide customers.
 - Staff that can speak foreign languages will also be on hand.
- Improvements to checkout register service
 - Improvements have been made to our gift wrapping service.
 - The latest cash registers have been introduced to shorten the time at checkout.
- Events that encourage participation by customers

“KIDDY LAND Harajuku” Floor Introduction

●B1 “SNOOPY Town Shop Harajuku” specialty shop●

B1 will be home to “SNOOPY Town Shop Harajuku”, an official “PEANUTS” shop that offers a wide variety of cute products of the popular SNOOPY & Friends under the theme of “Happiness is...a warm puppy”. The shop has been designed around the concept of “the town where the characters of PEANUTS live”, where the characters laugh and cry through study and play in a town filled with nature under a blue sky. In this humorous world, you will feel as if you have stepped into a page of the comic book.



“SNOOPY Town Shop Harajuku”
(Image)



Harajuku Grand Opening Commemorative
Merchandise example (image)
Mouse pad ¥840 (tax incl.)
© 2012 Peanuts Worldwide LLC

●1F Fashion & Variety●

Concept: “The NEXT KIDDY LAND”

This floor offers a wide variety of products of the latest trends, from general merchandise and stationary, to smart phones and music player accessories. You will also find seasonal promotions for Halloween, Christmas and other seasonal events, as well as exciting contents that focus on the latest general merchandise and popular characters.

The adjoining “K-Spot” information center will introduce products featured in accordance with events and seasons and popular character goods that change with each month and season. The store’s first promotion will focus on the 3-D action blockbuster series “The Amazing Spider Man”, the Marvel Entertainment movie distributed by Sony Pictures, which will be released in Japan before anywhere else in the world.



“K-spot” information center (image)
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●2F “Disney Corner” (tentative) & Characters●

Concept: “Adult-Cute Market”

This dedicated Disney area offers individualistic, cute and popular character merchandise.

◆ “Disney Corner” (tentative) specialty area

This dedicated Disney area is designed with the atmosphere of “good-old America”. In addition to character merchandise of Mickey Mouse, Minnie Mouse, Winnie the Pooh, Stitch and other popular characters, you will also find limited edition items that commemorate the grand opening. Customers can also enjoy the area as a photo spot.



Disney Corner (tentative)
(Image)



Harajuku Grand Opening Commemorative
Merchandise example (image)

Mother's BAG Large: ¥1,995 (tax incl.)

Small: ¥1,575 (tax incl.)

© Disney

◆ Main characters (2F)

“Miffy”, “MONCHHICHI”, “kapi-bara-san”, “Cheburashka”, “SpongeBob SquarePants”, “the bears' school”, “STUDIO GHIBLI”, “MOOMIN”, “Gaspard & Lisa” and so on.

●3F Toys & Hobby●

Concept: “Toy's Wonderland”

In addition to the “PrismStone” and “Collection Doll” specialty shops that offer toys popular among girls, you can also find toys for boys such as “TOMICA”, “PLARAIL”, “LEGO” blocks and action figures, as well as toys that adults can enjoy such as figures and plastic models.



3F Floor image

◆ “PrismStone” specialty shop

This is a popular brand shop that appears in the TV anime “Pretty Rhythm: Dear My Future”. The shop that appears in the anime is linked in real time to the actual shop, acting as the information center for girls who are conscious of fashion. The shop offers games, toys, stuffed toys, general merchandise and apparel.



PrismStone
(Image)



© T2A/S/TX/PRD

●4F “Rilakkuma Store Harajuku” and “Hello Kitty Shop Harajuku” specialty shops●

Concept: “Communication”

The specialty shop “Rilakkuma Store Harajuku” for the character popular in Japan and abroad and “Hello Kitty Shop Harajuku” whose merchandise is selected and proposed by KIDDY LAND offer limited edition items that can only be found in Harajuku.

◆“Rilakkuma Store Harajuku” specialty shop

This Rilakkuma specialty shop is designed around the concept of “Happy life with Rilakkuma”. This shop is exploding with cuteness and allows you to emerge yourself and relax in the world of Rilakkuma. The shop offers an array of merchandise and limited edition items that can only be found in Harajuku.



Rilakkuma Store Harajuku
(Image)



Harajuku Grand Opening Commemorative
Merchandise example (image)
Collect-me plushie (Rilakkuma /Korilakkuma)
¥1,365 each (tax incl.)

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◆“Hello Kitty Shop Harajuku” specialty shop

This shop offers merchandise of popular Sanrio characters loved all over the world, such as Hello Kitty, My Melody and Little Twin Stars, selected by KIDDY LAND. The shop in pink is designed to look like Hello Kitty’s bedroom, offering a cute and lovable space. An array of products that meet foreign customer demand for something “Japanese” have also been selected in order to transmit Japan’s “cute (“kawaii”) culture” to the world.



Hello Kitty Shop Harajuku
(Image)



Hello Kitty Shop Harajuku
logo

The history of “KIDDY LAND Harajuku”

The predecessor to KIDDY LAND was founded in July 1946, by Koichiro Hashidate, as Book Club “Hashidate book shop” in Chichibu City, Saitama Prefecture. In 1950, Koichiro moved back to Harajuku where he had spent his childhood and opened up a store (Hashidate book shop) in what is presently the Omotesando area. At the time, Japan was occupied by the US Army in the aftermath of WWII. The approximately 916,000m² of land to the west of JR Harajuku Station, currently home to Yoyogi Park, Yoyogi Sports Center and NHK, was designated as the residential area of the occupying military officers where many foreigners lived in over 800 Western-style homes. Under such circumstances, KIDDY LAND, despite being a book shop, carried books and goods that catered to such foreign customers, while high-quality Japanese toys became the main product lineup. The name “KIDDY LAND (a land for kids)” started being used for the store around 1955 so that it would be more familiar to foreign customers, and it soon became well known within the Omotesando area.

In 1966, the main store building (six stories above ground and two below) was completed, and the KIDDY LAND Harajuku brand came to be known amongst both domestic and international customers as a leading Japanese toy store. The post-WWII Omotesando area was home to a lot of foreigners and was the first to receive information from overseas. The young Japanese at the time, who loved something new and was ahead of their time, would go to Omotesando and acquire information transmitted from KIDDY LAND Harajuku. This is what turned KIDDY LAND into a mainstay brand for the Japanese. It is also often visited by many famous people as it became a must-see stop for royalty and celebrities visiting Japan.

KIDDY LAND’s concept of “new, fun and exciting” greatly contributed not only to fad products, but also to the spread of Western culture, such as Valentine's Day and Halloween. In particular, KIDDY LAND carried Halloween related products in the 1970s, when Halloween was not very familiar in Japan, and sponsored Japan's first Halloween parade in the 1980s.

KIDDY LAND is an Omotesando landmark with a long tradition that has become loved by domestic and international customers as a symbol of Harajuku and Omotesando.

<Reference Website> <http://www.kiddyland.co.jp/company>

<KIDDY LAND Harajuku Transition of the Exterior>



Around 1960



1970s



1980s



1990s



August 2005



July 2012 Grand Opening
(Image)

"KIDDY LAND Harajuku" Store Overview

Store manager:	Koichi Shiotani
Location:	6-1-9 Jingu-mae, Shibuya-ku, Tokyo 150-0001
Business hours:	11 AM to 9 PM, Monday through Friday; 10:30 AM to 9 PM on weekends and holidays
Construction:	Steel reinforced concrete
Levels:	1 basement floor, 5 aboveground floors (sales floors: B1~4F)
Area (Total):	1,499m ² (Sales space: 996m ²)
URL:	http://www.kiddyland.co.jp/harajuku

<Access Map>



- 7 minutes' walk from JR Harajuku Station
- 3 minutes' walk from Tokyo Metro Chiyoda Line Meiji-jingumae Station

KIDDY LAND Co., Ltd. Data

President and CEO: Yukio Shoji
Headquarters: 7F Hulin Torigoe Building, 1-8-2 Torigoe, Taito-ku, Tokyo
111-0054
Capital: 100 million yen
Direct Sales Stores: 49 (as of March 2012)
Franchises: 24 (as of March 2012)
Vision: Create a comprehensive culture industry that creates dreams
and play
Corporate philosophy: for the Human Smile
Business: Sale of toys, fashion goods, character merchandise, books
URL: <http://www.kiddyland.co.jp/>

For inquiries concerning "KIDDY LAND Harajuku Grand Opening", contact:

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※You can download the photos on this release from <http://www.kiddyland.co.jp/pr/>

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