

16 October 2018

Takashimaya Company Limited

SIAM Takashimaya (Thailand) Company Limited

**"SIAM Takashimaya" Department Store, a Mixture of Thailand's
Ultimate Shopping Mall and Japan's Takashimaya Department Store,
Will Open Its Doors on November 10th in Bangkok**



Exterior of the department store

SIAM Takashimaya (Thailand) Company Limited, a department store business under Takashimaya Group in Namba district, Osaka, led by President Shigeru Kimoto, will open a large department store "SIAM Takashimaya." As an anchor tenant of its shopping mall of the grand project of ICONSIAM, SIAM Takashimaya will be the first branch in Thailand. It is located on Chareon Nakhon Road next to Chao Phraya River. The new shopping mall will open its doors on November 10, 2018.

ICONSIAM is set on the west side of Chao Phraya River in Bangkok. It is one of Thailand's largest retail investments. With nine million square meters of luxury retail space and two extravagance condominiums, the estate is created under the theme "combination of world's ultimate and Thailand's ultimate." Along the river, a 400-meter-long outdoor activity space will be used for grand water and light shows as well as other spectacles.

Mr. Shigeru Kimoto President of Takashimaya Group says "Takashimaya was founded in 1831 in Kyoto and has continued its operation since then. Now the business is over 180 years old. We first grew in Japan and then expanded into Asia such as Takashimaya Singapore, Shanghai Takashimaya (China), Ho Chi Minh Takashimaya (Vietnam), and SIAM Takashimaya (Thailand) as the 4th overseas branch. Altogether we have over 20 branches. We are proud that this Japanese retail business has grown steadily. As for SIAM Takashimaya, we are honored to be part of ICONSIAM, which is a gargantuan project in the history of Thailand.

Mr. Shigeru adds that “the concept of SIAM Takashimaya is the mixture of Thai department store and Japan’s Takashimaya. We gather “products from the land of the rising sun” here with over 530 shops, of which 80 stores are open in Thailand for the first time. The staffs are ready to give you a warm Japanese welcome or “Omotenashi.” We believe that every customer will be impressed with our hospitality.”

Additionally, the Takashimaya Singapore has successfully established in Singapore and been operating for 25 years, therefore, management and strategies in terms of resource, knowledge, and brand awareness have been applied on the management of the Thai branch to transform SIAM Takashimaya into a grand shopping center that caters to Thai lifestyle and become a popular destination for all.

SIAM Takashimaya

SIAM Takashimaya is managed by SIAM Takashimaya (Thailand) Company Limited. The department store has a space of 36,000 square meters, covering 7 floors inside ICONSIAM. There are over 530 shops, of which 80 Japanese shops are open in Thailand for the first time and over 170 shops are top brands in Japan. Parking space is able to accommodate up to 5,000 cars, 510 motorcycles, and 50 large buses (share parking space with ICONSIAM).

SIAM Takashimaya will officially open on November 10th, 2018 from 10.00-22.00 every day.

More information: <https://siamtakashimaya.co.th/>

Floor 7	ICONSIAM			
Floor 6				
Floor 5				
Floor 4	Daily Life Products	Kids Products	Restaurants	
Floor 3	Men's Clothes	General Men's Fashion		Café
Floor 2	Women's Bags	Women's Shoes	Watches	Café
Floor 1	Women's Clothes	Lingerie		Café
Floor M	Cosmetics			Café
Floor UG	Desserts	Hokkaido Dosanko Plaza	Concept Store	Café
Floor G	Food Court	Souvenir Shops		Supermarket

"Takashimaya Department Store" is designed under the mixture of "ultimate" shopping mall for Thai and the unique qualities of Takashimaya in Japan. It aims to offer "products from the land of the rising sun" to Thais to enjoy new shopping experience in every floor and every department.

Inside SIAM Takashimaya, various products are on offer such as clothing for men and women, toys, kids products, home appliance, home decorations, and kitchen utensils; altogether 530 shops including 7 restaurants and 7 cafés.



Floor M Cosmetic Department



Floor 2 Women's Shoes

Various Japanese Products First Open Retail Shops in Thailand

【Floor G】 Fine Japanese Cuisine – experience the freshness delivered directly from Japan

On Floor G, "Taka Marche" Supermarket sells fresh food and products sent directly from Japan, while "Rose Food Avenue" offers a wide variety of Japanese delicacies such as sushi, ramen, grilled fish, and pork Tonkatsu.

Various Departments in SIAM Takashimaya

◆ Fresh market

"Sugimoto" beef and butcher Shop

"Sun Fresh" fruit shop

"Nakajima Suisan" fresh fish shop

◆ Food center

"Baikohen Ramen" restaurant, "Grill Nakajima" fish set restaurant

"Arizuki (Motsunabe)" hot pot restaurant, "Maneki (Okowa Bento)" restaurant

"Azabu Sabo" gelato parlor, "Karin" fruit smoothies shop



【Floor UG】 Hokkaido Gourmet and Sweets

Floor UG houses beautiful and delicious Japanese and Western desserts and sweets shops and "Hokkaido Dosanko Plaza," the first select shop of Hokkaido gourmet in Thailand. Additionally, cosmetic and miscellaneous stores with variety of products to choose from.

Delicious dessert and sweets shops and Hokkaido Dosanko Plaza

- ◆ Japanese sweet shops include *GANYUDO* and *Mochikichii*. Western dessert shops include *Juchheim*, *Shiseido Parlour*, and *ANTENOR*.
- ◆ Hokkaido Dosanko Plaza offers local Hokkaido desserts, agri products, and other goods straight from the source in Hokkaido.
- ◆ Concept Shops include *Makanai Cosmetics* and *ROOTOTE* bag store.



Floor UG



Hokkaido Dosanko Plaza

【 Floor M 】 Cosmetics

This is the largest cosmetic hub in Bangkok. With over 20 booths of treatment rooms that provides beauty treatment services to customers, the cosmetic department includes famous Japanese cosmetic brands as well as other well-known brands from around the world.

Interesting Brands in Cosmetic Department

- ◆ Cosmetics: *Acseine*, *Dear Mayuko*, *Shiseido*, *Cle de peau Beaute*, *Lancome*, *Kotoshina*, *Kobako*
- ◆ Café : *Organika Riviere*



【 Floor 1 】 Women's Fashion

This department is the center of quality Japanese products for customers who look for high quality and trendy goods. It consists of various brands, including some that establish their retail shops in Thailand for the first time.

Interesting Shops in Women's Fashion

- ◆ Women's clothing: *Snidel, Fray I.D., Jun Ashida, Tae Ashida, Yuki Torii*
- ◆ Other products: *Aderans*



【Floor 2】 Fashion Accessory

Meet various new brands from Japan as well as trendy luxury brands. Some of the stores open their retail shops for the first time in Thailand. They include a lady shoe parlor that focuses on comfort with tailor made footwear and repair services, and other women's products.

Other Interesting Stores in General Goods Department

- ◆ Accessory: *Ponte Vecchio, VA Vendome Aoyama, Q-pot.*
- ◆ Watch: *Longines, Knot, Seiko, Citizen, Casio*
- ◆ Bag: *Hapitas, Hanaa-fu*
- ◆ Footwear: *Inter-Chaussures, Comfort Clinic*
- ◆ Café: *Q-pot Café.*



【Floor 3】 Men's Fashion

Visit Japanese style men's fashion such as working attires, casualwear, casual shoes, business shoes, sunglasses, and other especially selected products. Additionally there will be a concept shop of "Japan Selects", a select shop of casual wear and goods from Japan.

Interesting Stores in Men's Fashion

- ◆ Men's clothing: *Miyuki Keori, Eminentto*
- ◆ Men's footwear: *ASICS*
- ◆ Bags and leather products: *Artphere, Cyprus*
- ◆ Japan Selects: *Snow Peak, Master-piece*



【Floor 4】 Kids Products, Daily Life Products and Luxury Restaurants

This is a center of Japanese children's brands, and the high quality of daily life products. Additionally, this floor also has *Rose Dining*, a food zone under the concept "time to indulge yourself in fine dining." It houses several Japanese restaurants that open for the first time in Thailand.

Recommended Stores and Restaurants

- ◆ Restaurants: *Toku* (eel), *Otaru Masazushi* (sushi), *Katsukura* (pork tonkatsu), *Kisshan* (sukiyaki and shabu-shabu), *Kamui* (Hokkaido food), *Takewaka* (Japanese food), and *ELLE Café*
- ◆ Children's products: *Petits Pois Vert BeBe*, *10 Mois*, *Hysteric Mini*
- ◆ Daily Life Products: *Tokyo NISHIKAWA's "AiR"*, *Uchino Bath Designs*, *Sghr (Sugahara)*



Baby and Kids



Restaurant area





Facilities and Services

- ◆ VIP Lounge (Floor 1) is for highest Takashimaya card holders only. It offers business lounge and drink service.
- ◆ Information Counter (Floor G) provides information about the department store and general questions
- ◆ Customer Service (Floor 4) provides information about services, lost and found, point redemptions and loyalty cards, and other related services.
- ◆ Tourist Lounge (Floor 4) provides VAT exemption service and rest area.
- ◆ Other facilities include multipurpose restrooms (Floor UG, 1, and 3), rest areas for children and breastfeeding room (Floor 4), ATM (Floor G and 4), cold storage service (Floor G), wheelchairs and baby strollers (Floor G and 4), treatment room (Floor M), beauty counter (Floor M), shoe repair (Floor 2), watch repair (Floor 2), Little Ones Club (Floor 4)
- ◆ Free Wi-Fi service
- ◆ We accept credit card, debit card, Alipay, Wechat, Rabbit Card, and others.

SIAM Takashimaya Card

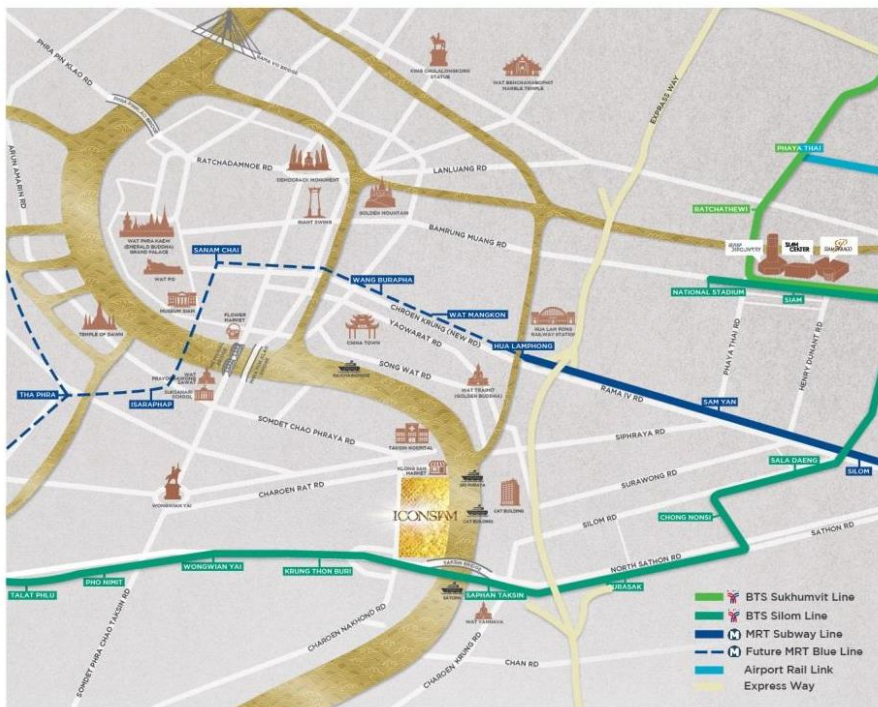
For your "convenient" and "value" shopping, simply subscribe to our "SIAM Takashimaya Card." You will get many special privileges that can also be used at our international branches such as those in Japan and Singapore.

《Card Details》

Card Type	Loyalty Card	SIAM Takashimaya Credit Card		
	Member Card	Normal Card (JCB/VISA)	Finest Card	Finest Invitation Card
				
Subscription conditions (Monthly income)	at least 15 years old	15,000 baht/month	70,000 baht/month	✘ Invitation only
Point accumulation In Takashimaya	Get 1 point every 25 baht spend	Get 3 points every 25 baht spend	Get 5 points every 25 baht spend	Get 10 points every 25 baht spend
Point accumulation Other than Takashimaya	—	Get 0.5% points from all purchase outside Siam Takashimaya.		
Discounts	—	Get 5% discount on selected items (But not include food, restaurants, café, and products that are on discount promotion)		
Annual fee	None			None on 1 st year (After that, fee is dependent on spending)
Participating credit cards	—	JCB/VISA	VISA	
Special privileges	✘ Every 800 points can be exchanged for cash voucher 100 baht ✘ Get limited time special promotion, discounts at SIAM Takashimaya (Both Japanese and other shops)			
Other privileges	✘ With Invitation Card, you are entitled to VIP Lounge service in SIAM Takashimaya ✘ Free parking (Normal Card: 4 hours, Finest Card: 6 hours, Invitation Card: 12 hours)			

How to Get to SIAM Takashimaya

- ◆ BTS Silom Line: Get off at Krung Thon Buri Station and take a bus for 5 minutes
- ◆ BTS Silom Line: Get off at Saphan Taksin Station and take a boat for 5 minutes



- ◆ Name : SIAM Takashimaya (Thailand) Company Limited
- ◆ Address : 299 Soi Charoen Nakohon 5 Charoen Nakhon Rd. Khlong Ton Sai, Khlong San, Bangkok 10600
- ◆ Date of establishment : 26 February 2015
- ◆ Registered capital : 2.2 billion baht (approximately 7.5 billion yen)
- ◆ Investment ratios : Takashimaya Singapore Limited 51% and Siam River Holdings Company Limited 49%
- ◆ Company management : President Mr. Kenji Horiguchi
- ◆ Business type : Department store

✂ All pictures shown are illustrations for advertising purposes

✂ Shop details and other information in this press release may change as appropriate until the launch date.