

Floor Guide

■ Mall concept

MITSUKOSHI BGC is a shopping mall under the concept of “**NEXT MANILA LIFESTYLE**.” Approximately 120 tenants mainly from Japan and the Philippines will offer new and high-quality lifestyles and experiences through food and beauty. The mall will allow customers to enjoy shopping, eating and drinking, as well as enriching their daily lives and having special moments.

B1F : Tasty Life (Groceries / Food Court)

The 1st basement floor is reminiscent of a Japanese “depa-chika” (a term used to describe the basement-level food markets at a Japanese department store). A total of 33 brands will be offered, including “MITSUKOSHI FRESH” (a premium supermarket), “Tokyo Milk Cheese Factory” (a pastry shop), and “Ben’s Cookies” (a cookie shop chain running several stores in Asian and Western countries). In the food court with the image of Japanese “kura” (storehouse), there will be a total of 13 brands of restaurants, such as “MITSUYADO SEI-MEN” (a Japanese noodle restaurant), and “CURRY HOUSE CoCo ICHIBANYA”.



MITSUKOSHI FRESH *Conceptual drawing

**MITSUKOSHI
FRESH**

MITSUKOSHI FRESH

The premium supermarket will offer a wide variety of Japanese groceries in addition to fresh foods, including an original bakery brand as well as a salad bar operated in collaboration with a popular Filipino restaurant.



Food Court *Conceptual drawing

GF : Beautiful Life (Cosmetics / Fashion & Lifestyle)

A total of 6 brands will open their stores, including “MITSUKOSHI Beauty” (a premium beauty store selling natural and organic cosmetics), “KANEBO” (a Japanese cosmetics brand), and “Pili Ani” (a Filipino beauty & wellness brand). The fashion and lifestyle section will include apparel brands such as “SNIDEL” (a Japanese ladies’ clothing brand) and Japanese watch brands such as “SEIKO” and “Maker’s Watch Knot.” Toyota Motor’s “LEXUS” showroom will also be opening.

*“KANEBO” and “SNIDEL” are scheduled to open in December 2022.



*Conceptual drawing

MITSUKOSHI Beauty

The premium beauty store will be launching as an original brand for this project, offering goods featuring a wellness-oriented lifestyle. The store will handle a total of 50 brands covering all kinds of natural and organic cosmetics.

MITSUKOSHI *Beauty*

LEXUS

Lexus Manila, the premier dealership of Lexus, is set to open a new showroom. The new space is built to be a guest lounge showcasing the brand’s latest offerings from exclusive merchandise to its newest models. “KEY COFFEE,” the Japanese coffee shop chain to expand into the Philippines, will be set up next to this showroom. Visitors can expect a relaxing and comfortable environment with their cars in a common space to ultimately experience what Lexus has to offer.

 **LEXUS**

Floor guide

2F : Inspired Life (Fashion Goods / Restaurants)

On the 2nd floor, where a total of 33 brands will be lined up, including “KINOKUNIYA BOOKSTORE” (a Japanese bookshop) and “OWNDDAYS” (an eyewear store). In the restaurants category, “sen-ryo” (a sushi restaurant), “Ramen Nagi” (a ramen restaurant which will be launching a new style for the first time), “PUTIEN” (a Michelin-starred Chinese restaurant from Singapore), and other restaurants will open sequentially through the 1st quarter of 2023. The facility will offer new lifestyles while offering brands that are already familiar in the Philippines.



*Conceptual drawing



*Conceptual drawing



KINOKUNIYA BOOKSTORE

In cooperation with “Fully Booked”, a major bookstore in the Philippines, this is the first Japanese bookstore brand to enter the Philippines. Japanese books, manga, stationery, and other items will be sold to promote Japanese culture.



sen-ryo

“sen-ryo,” operated by the Genki Sushi Group, offers exquisite Japanese cuisine with the spirit of craftsmanship. Customers can enjoy nigiri-zushi, gunkan-maki, sashimi, and other dishes made with the utmost attention to freshness.

3F : Entertainment Life (Entertainment)

The newest indoor amusement facility using the latest technologies such as AR and VR is scheduled to open, mainly targeting young people in the BGC area, and will provide an entertainment space that can be enjoyed regardless of weather conditions.