

ISETAN MITSUKOSHI's Hospitality

MITSUKOSHI FRESH and MITSUKOSHI Beauty will be managed by Isetan Mitsukoshi Group, taking advantage of the Group's self-operation and emphasizing the 3E (Expose, Experience, and Education). It will provide a new shopping experience in which customers who visit its stores will be informed of new product values, experience them, and make purchases after being convinced of their satisfaction.

Connect with customers through mobile apps

The app's shopping function allows customers to purchase products online and connects with each customer through points they earn from in-store and online purchase. In addition to store and product information, Mitsukoshi Federal Retail Incorporated will build a system that can send out coupons and other information.



*Conceptual drawing

Hospitality that leverages strengths of department store operations

Product knowledge training by Isetan Mitsukoshi Group's buyers for local sales staff will be held regularly. Mitsukoshi Federal Retail Incorporated aims to establish customer service that conveys value, focusing on products imported from Japan.



*Conceptual drawing