

Kinokuniya to open AEON MALL Zama Store in March 2018

Kinokuniya Company Ltd (Chairman and President Masashi Takai) are pleased to announce the opening of its new store, 'AEON MALL Zama Store' in Zama, Kanagawa. The Grand Opening will take place on Friday 16 March.

Kinokuniya AEON MALL Zama Store

Location	3 rd Floor, AEON MALL Zama, 2-10-4 Hironodai, Zama, Kanagawa
Size	950m ²
Store Range	Books, Magazines, Stationery, General Goods
Opening Times	10:00 – 21:00
Store Manager	Shuntaro Katayama

AEON MALL Zama

- Aeon Mall Co., Ltd. plan to open AEON MALL Zama, a large-scale shopping centre spanning 58,000m², in Zama, Kanagawa. Zama has become a prominent residential area due to its location in the centre of Kanagawa, with great access to Tokyo and Yokohama, and a population that is expected to grow even further. North of the shopping centre is a residential district with access to the Odakyu Line, and to the south is the National Route 246. Accordingly, AEON MALL Zama expects to attract customers from across a great region.
- The concept at AEON MALL Zama, *SMART "ZAMA LIFE" WITH AEON*, aims to propose a new lifestyle by offering services and products that provides real experiences and fun moments. This shopping centre will open in March 2018, as an establishment that cultivates a much more prosperous district and community.

Store Concept and Characteristics

- "A high-quality intellectual space that tickles one's curiosity"
Dealing with various needs of customers by refusing to compromise on the quality of the selection of books, which is basic but also focused on the details. Kinokuniya endeavour to be a bookstore that bestows a highly sophisticated lifestyle to those in Zama, who until now, took a great deal of time commuting to bookstores in Shinjuku, Yokohama, Sagami-Ono, Machida and Ebina.

- "Natural × Urban"

It feels like you could get any book when you lay eyes on the bookshelf-lined walls and pergola style ceiling of the impressive entrance, enticing consumers to take a look. The interior of the store has a concrete and iron base with greenery everywhere, producing a calm environment to choose books. The wood-grain style aisles encircling the branch guide customers through their perusal of books, so you will not miss the chance to buy

that special read.

- “Play, learn, cultivate”

The children’s book section, which is located in the centre of the store, has a small play area named “Kids Park”. A “Book Tree”, created by the image of kids gathering around a big tree, and bookshelves you could sit on or crawl underneath have been added to form “Kids Park”, producing an appealing spot surrounded by books. Many workshops and reading aloud activities will be held in “Kids Park”, offering a community space that families would enjoy visiting every day.

- “The things you want now are here”

An ample stationery section is located next to the cash registers. Offering general stationery for daily use, as well as an abundant range of seasonal products such as diaries, calendars and so on. This will be a selling space that always assembles essential products for your daily life.

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