

Kinokuniya to Open a New Store in Austin, Texas

Kinokuniya Book Stores of America Co., Ltd. will open a new store located in Austin, Texas in April, 2018.

This Austin store will be the third store in the state of Texas, following the two stores that opened in the Carrollton and Plano suburbs of Dallas in 2017. This will be the 12th store in the U.S. and the 30th overseas.

Austin is the capital of the state of Texas. Its population is approximately 700,000, making it is the 11th-most populous city in the United States. Recently, Austin has attracted attention as a fast-growing city in the center of the IT industry. The city's unique liberal culture is attracting many young people, leading to its rapid population growth.

Until now, Kinokuniya Book Stores of America has been focused on local customers by carrying a wide selection of Japanese books ranging from manga, to art, fashion, and much more. While our Austin store maintains this direction, it also aims for a more sophisticated assortment of items.

We have been carrying superior quality Japanese stationery, which is popular in the U.S.. We will also carry Kinokuniya exclusive items in collaboration with popular Japanese brands, along with a variety of unique merchandise from both Japan and the U.S.

Moreover, as a new concept, we will replicate a Japanese classroom inside the store. Through this fragment of Japanese daily life, we will offer a place to meet people and learn Japanese culture through various cultural events and community activities such as Japanese language classes.

The new store will also feature the "Kinokuniya Lab," which will establish a new business model for our brick and mortar bookstore. In this space, we will feature and collaborate with a variety of companies and local communities who are looking for opportunities to sell and promote their products, services, businesses and activities. These collaborations will span a variety of industries and interests.

We strive to make our new store the central hub of Japanese culture in the Austin metropolitan area, and a meeting place in which new communities are formed through a variety of cultural events.

Kinokuniya Bookstore Austin

6929 Airport Blvd #121, Austin, TX 78752

Store Hours: 11:00am – 8:00pm Daily