

## **Kinokuniya To Open A Bookstore In Seibu Higashitotsuka Shopping Center**

Kinokuniya Company Ltd. (Chairman and President Masashi Takai) is pleased to announce the opening of its new Seibu Higashitotsuka S.C. store (Higashitotsuka, Yokohama, Kanagawa) in late May 2020. Prior to the opening of this store, we will have a temporary store in the same shopping center in early March 2020.

### **◆Kinokuniya Seibu Higashitotsuka S.C. Store**

Address : Higashitotsuka S.C. 537-1 Shinano, Totsuka, Yokohama, Kanagawa

#### **【Temporary store】**

Opening : Early March 2020

Location : 5<sup>th</sup> floor, Seibu building, Seibu Higashitotsuka S.C.

Size : 152 m<sup>2</sup>

Store range: Books, Magazines

Until opening the new store, this temporary store will primarily stock magazines, new arrivals, and popular books.

#### **【New store】**

Opening : late May 2020

Location : 7<sup>th</sup> floor, Annex Hall, Higashitotsuka S.C.

Size : 942 m<sup>2</sup>

Store range: Books, Magazines, General merchandise

Store manager: Shuichi Arino

### **◆Seibu Higashitotsuka S.C.**

Seibu Higashitotsuka S.C. is an extremely convenient location, connected by a footbridge to JR Higashi Totsuka Station. It is a large-scale commercial facility consisting of the Seibu Building, Aurora Mall, and Annex Hall. Higashitotsuka is very popular as a residential area because of its easy access to Yokohama and Central Tokyo, and further development is expected in the future.

### **◆Store concept “Embrace The City, Raise A Generation.”**

Totsuka is a city that is not only quaint and historic, but also urban and convenient. In such diverse surroundings, we aim to be a bookstore that meets the needs of each generation and enriches a variety of lifestyles, in an atmosphere that is both relaxing and filled with exciting new information. We especially aim to support child development by introducing them to the magic of books through creativity workshops, storytelling, and more.

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