

Primetree Akaike Store to open at the end of November 2017

Kinokuniya Company Ltd. (Chairman and President Masashi Takai) is opening Primetree Akaike Store (Nisshin-shi, Aichi) at the end of November 2017.

Primetree Akaike is a new commercial complex that will open with a refined exterior design, elegant interior decoration and around 180 specialty shops, aiming to become a five star rated shopping centre in the vicinity of Akaike Station which continues to grow rapidly as an emerging fashionable town in Nisshin-shi, Aichi.

Kinokuniya will propose a high quality lifestyle enriched by books to the customers of Akaike area where historical tradition meets modernity, and where globalism that embodies cutting edge technology and regionalism that preserves local culture are converging together. The new store will introduce the latest culture of Japan that is attractive to a wider range of customers around the world while still cherishing the local customers.

◆ Store Concepts

Products – Carefully selected items not limited to books

Juxtaposing sophisticated imported goods and Japan-themed local merchandise, these products together with books and magazines will offer a variety of approaches that provide customers with opportunities to experience different culture.

Events – Spreading the latest information

The new store will be the place where information is gathered and people can congregate by holding various events aimed at adults, for instance book signings and talk sessions with authors, in addition to photography events with popular characters and picture book readings and other such events for kids.

Services – Comfort & Convenience

In order that customers can use the bookstore more conveniently and cost-effectively, a variety of services are available such as the Kinokuniya loyalty card and the click & collect service.

Academic – Intellectual curiosity & Self improvement

Taking advantage of Kinokuniya's partnerships with universities and corporations established through the library solutions business, the new store will host events such as guest lectures, science seminars and book fairs selected by researchers and corporate managers.

Technology – Further evolving the bookstore space through advanced technology

The future vision of bookstores will be proposed by introducing state-of-the-art technology that integrates the traditional and the digital, and bringing new experiences

to customers through the design of the shop space, events and customer service.

◆Primetree Akaike Store

Opens late November 2017

Location 3rd Floor, Primetree Akaike, 1 Minote, Akaike, Nisshin-shi, Aichi
(4 minute walk from Akaike station)

Size 807m²

Store range Books, Magazines, General Goods, DVDs, CDs

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