

Kinokuniya and Panasonic Open Collaborative Store

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) are pleased to announce the opening of a collaborative store 'Re-Life Story with KINOKUNIYA' within the Panasonic Center Osaka, in cooperation with Panasonic Corporation (President Tsuga Kazuhiro). The grand opening will take place on Friday 15 July at 12:00.

Re-Life Story with KINOKUNIYA

Location Panasonic Center Osaka, Grand Front Osaka South 2F,
4-20 Ofukacho, Kita-ku, Osaka

Size 50m²

Store Range Books and Magazines

Opening Times 10:00—20:00

Store Manager Yu Wada

PANASONIC CENTER OSAKA

Panasonic Center Osaka relocated to Grand Front Osaka in April 2013, as a comprehensive communications hub for Panasonic. Now in July 2016, it will reopen with 'Re-Life Story' as a theme, as a place to assist people aged 55 or over and women in their 30s and 40s in realizing the way of life suited for them, their hopes and dreams.

Location Grand Front Osaka South B1F -2F, 4-20 Ofukacho, Kita-ku, Osaka

Telephone 06-6377-1700

Opening hours 10:00—20:00

STORE CONCEPT AND CHARACTERISTICS

■ "A bookshop where you can find tips of Re-Life"

Kinokuniya and Panasonic will collaborate on the theme of 'home and life' at Re-Life Story with KINOKUNIYA. Books have been carefully selected one by one by Kinokuniya's book concierges in line with the proposed way of life by the Panasonic Center. Our small store offers opportunities to discover life changing ideas. We will introduce books that will add colour to the daily life of our guests, and those which make your ideal life a reality.

■ "Using our size as an advantage"

Our customers, who are used to shopping at grand scale stores that are more than 3,000m², might consider our new store of merely 50m² as unsatisfactory. Re-Life Story with KINOKUNIYA aims to turn its size into an advantage, to be a book store where guests can choose books while enjoying conversation with our book concierges in the same manner as in a clothes store. We would like to invite you to come to our new store and find your own favourite book.

日本語版は[こちら](#)をご覧ください。