

RETAIL

Isetan touts Made in Japan at Kuala Lumpur concept store

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Isetan The Japan Store Kuala Lumpur, rendering

By STAFF REPORTS

Japanese retailer Isetan Mitsukoshi is introducing its quality, lifestyle and aesthetics to consumers outside its home market with the opening of a specialty store in Kuala Lumpur, Malaysia.

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The "Isetan The Japan Store Kuala Lumpur" specialty store will open in October at LOT 10 Shopping Center. Isetan's concept store, which will also have an outpost in Paris, is supported by the government-financed Cool Japan Fund Inc.

Japan proud

Isetan's expansion into markets outside Japan is in response to global interest in its country's history, culture, technology and lifestyle designs. Isetan The Japan Store Kuala Lumpur will work to bring Japanese culture and lifestyle to consumers in Malaysia.

At the store, Isetan will introduce high-quality products, experiences and services across six floors.

On the lower ground floor, Isetan will offer consumers authentic Japanese gastronomy and beverages such as groceries, sake and beer. Consumers will have the opportunity to sample Japanese and Western sweets, green tea and deli fare and enjoy an eat-in dining space.

Isetan The Japan Store Kuala Lumpur's ground floor will display fashion, art and technology while the first floor will offer Japanese fashion culture. On the second floor, Isetan offers a collection of products made of Japanese materials and technologies for a healthy lifestyle, while the third offers Japanese culture through books and a photo lounge, among other touchpoints.



Interior rendering of Isetan The Japan Store Kuala Lumpur

On its top level, Isetan The Japan Store Kuala Lumpur will open at authentic Japanese restaurant, scheduled to debut January 2017.

"We will introduce Japan's exceptional products, experiences and services to the world," said Hiroshi Ohnishi, president/CEO of Isetan, in a statement. "In 2011, Japan's Ministry of Economy, Trade and Industry (METI) launched Cool Japan,' a program promoting the introduction of regional products, fashion and other content to the world.

"In this context, the Isetan Mitsukoshi Group has promoted the Japan Senses' campaign, introducing to our customers remarkable traditional crafts from all over Japan, styling them with a newborn originality.

"Now, to more clearly convey the spirit of Cool Japan, we are ready to show the world the exceptional craftsmanship Japan is proud to offer at the fully renovated LOT 10 in Kuala Lumpur, supported by Cool Japan Fund Inc."

Malaysia is quickly rising as a luxury retail contender.

After China and India, Malaysia, Kazakhstan and Indonesia are the most promising developing retail markets, according to a recent A.T. Kearney report.

China and India are predictably the two markets with the most potential, thanks in large part to their enormous populations, but the APAC region in general is full of promise. With retail sales in developing markets now constituting more than half of global revenue, brands must be precise in determining which developing markets offer the greatest opportunity ([see story](#)).