

Matsuya Ginza Factbook



Nov, 2024

Company History

- 1869 Tokube Furuya opened the kimono retailer “Tsuruya” in Yokohama
- 1890 Matsuya Kimono Department store opened in Tokyo's Kanda Ward
- 1925 Ginza flagship store opened on May 1st
- 1931 Asakusa branch opened on November 1st
- 1945 After WWII, the Ginza store was seized as PX, a daily goods shop exclusively for the occupying forces
- 1952 Ginza shop seizure lifted (1953: Newly refurbished Ginza store opened)
- 2006 Ginza store exterior wall renewal completed, fully covered with glass
- 2019 150th anniversary of Matsuya brand
- 2021 90th anniversary of Asakusa store
- 2023 Takehiko Furuya appointed as 9th President and CEO

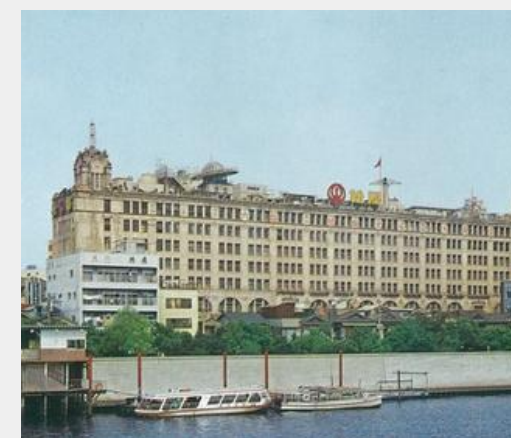


Founder Tokube Furuya

Ginza flagship store in 1925



Asakusa branch in 1931



Company Profile

Name: Matsuya Co., Ltd.

Foundation: November 3, 1869

Representative: Takehiko Furuya, Representative Director

Business: Department store business, mail-order business, and related manufacturing, processing, import/export, and wholesale businesses

Location: Ginza Store 3-6-1 Ginza, Chuo-ku, Tokyo

Asakusa Store 4-1, Hanakawado 1-chome, Taito-ku, Tokyo

Capital: 7,132 million yen

Sales: 108,070 million yen

Employees: 552 (Male: 282, Female: 270)

URL: <https://www.matsuya.com/corp/visitor/en/>

Store Information

Name:	Matsuya Ginza
Foundation:	May 1st, 1925
Location:	3-6-1 Ginza, Chuo-ku, Tokyo 104-8130
General Store Manager:	Satoko Ishiwaki
Building Floor Area:	57,100 m ² (8-story above the ground and 2-story below the ground)
Sales Floor Space:	32,182 m ²
Sales:	101,794 million yen
Operation hours:	11:00 to 20:00
URL:	https://www.matsuya.com/corp/visitor/en/ginza/
Name:	Matsuya Asakusa
Foundation:	November 1st, 1931
Location:	1-4-1 Hanakawado, Taito-ku, Tokyo 111-0033
General Store Manager:	Toshiyuki Kishi
Building Floor Area:	13,829 m ² (1 & 3 story above the ground and 1-story below the ground)
Sales Floor Space:	7,404 m ²
Sales:	6,275 million yen
Operation hours:	10:00 to 19:00
URL:	https://www.matsuya.com/corp/visitor/en/asakusa/

Matsuya's Main Features

- **Commitment to Design**

Matsuya Ginza's pioneering Design Collection on the 7th floor was founded in 1955 by the Japan Design Committee, a collective of people from the fields of architecture, design, visual art, and cultural criticism.

All items at the Design Collection have been selected by the aesthetic eye of the committee members.



- **Department stores rooted in local community**

Matsuya has two branches, both in Tokyo. One is in the Ginza district and the other in Asakusa. Its glocal (global + local) approach connects customers with high-end international brands and traditional, regional items, reflecting the store's international clientele.

- **Matsuya's Regional Co-creation**

Matsuya offers attractive, hand-crafted products from all over Japan. However, changing lifestyles and a decline in rural populations has resulted in a subsequent lack of artisan successors.

To help solve these issues, Matsuya Ginza began collaborating with traditional craftspeople, industries and cultures started to create shop decorations and window displays for the store. Some of these products can be purchased.



Rubin's Vase Kokeshi

- **Prayer room at Matsuya Ginza**



To improve the shopping experience for Muslim customers, there has been a prayer room on the rooftop floor since 1991.

Matsuya Ginza Trivia



Matsuya Ginza's 120m-long exterior wall is one of the largest glass surfaces in Japan.



Space of Ginza (SOG) is an iconic atrium spanning seven stories, up to the ceiling in the central hall
A popular aerial escalator runs alongside it.



Ryuko Fudosen shrine is a place for fashion-related prayers. It was enshrined in 1929 to protect customers.



The corners of the first floor ceiling are decorated with the Four Heavenly Fathers Sanskrit characters to protect customers' safety.

Representative Director

Takehiko Furuya is the 9th Representative Director of Matsuya Co., Ltd. and a 5th generation descendant of Matsuya's founding family.

- Born in 1973 into Matsuya's founding family.
- After graduating Gakushuin University, he joined the The Bank of Tokyo-Mitsubishi, Ltd. (currently The Bank of Tokyo-Mitsubishi UFJ, Ltd.) in 1996
- Joined Matsuya Co., Ltd. in 2001
- Graduated from Columbia University SIPA: School of International and Public Affairs in 2006 with a Masters in International Affairs
- Appointed as Representative Director in 2023

Takehiko Furuya's motto, 捲土重来 kendochorai, means "Try hard even harder"

He is involved in several Ginza associations and committees including the Ginza Commercial Facilities Association, which coordinates issues related to disaster prevention, crime prevention, cleanliness, etc. in the Ginza district.

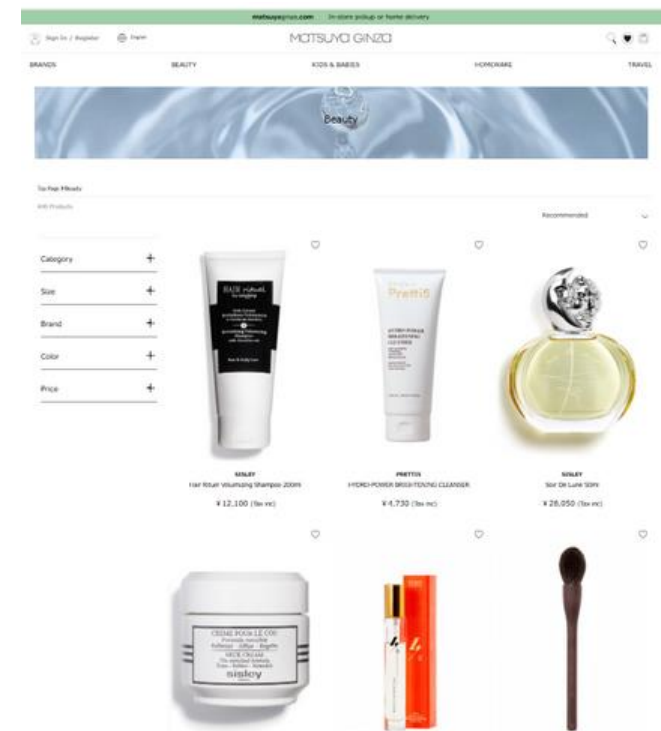
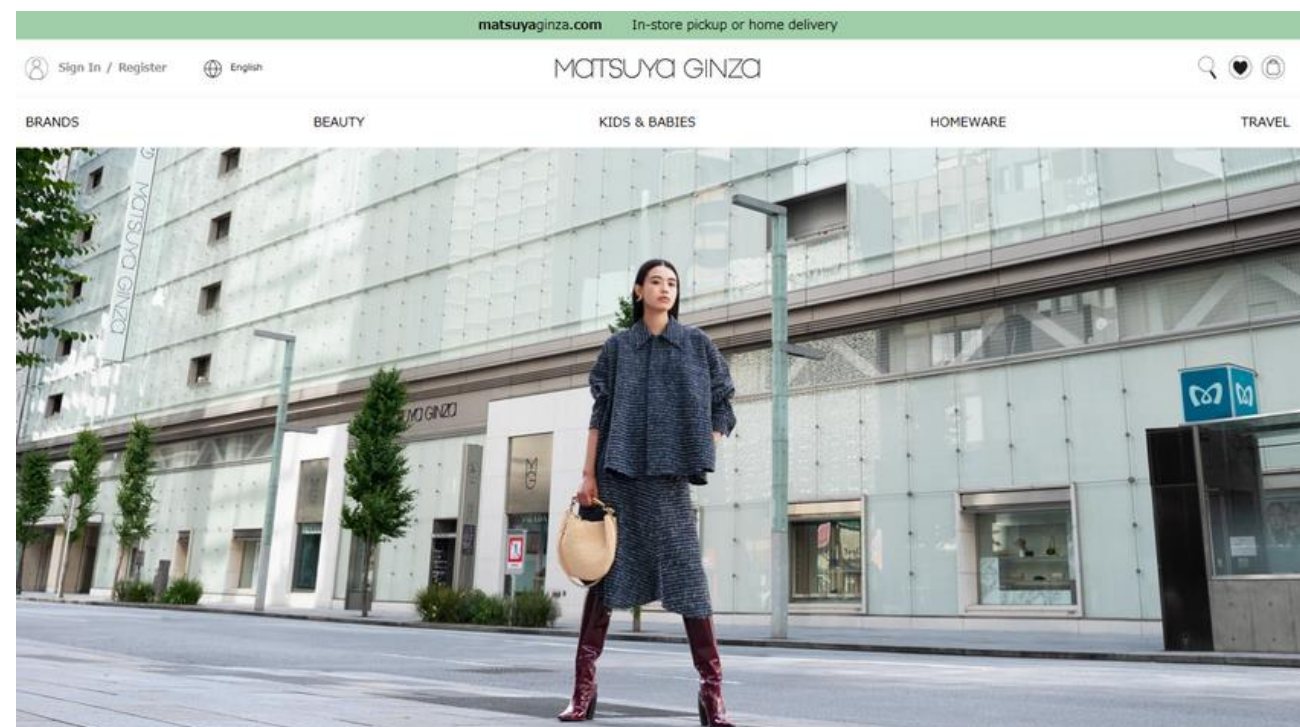


matsuyaginza.com

Matsuyaginza.com is a new "Click & Collect" service, bridging the Matsuya Ginza store and the digital sphere. This convenient service allows customers to pre-order and reserve items online, which they can later pick up at the store. It enables customers to shop conveniently from anywhere and at any time.

Overseas customers planning a trip to Japan can also pre-order items, which they can purchase tax-free on their arrival. They simply select their desired items online, schedule a pickup date and time, and collect their purchases at Matsuya Ginza's 4th floor pick-up counter when they arrive in Japan

URL: <https://www.matsuyaginza.com/en/>



Matsuya Ginza Information



B_{2F} Groceries, Frozen foods

<Ginza frozen gourmet>



<銀座 日東コーナー1948>



<銀座 吉澤>



<銀座 みかわや>



<銀座 ピエスモンテ>

Dish collaborations with
Ginza's most famous
restaurants

High-quality frozen foods, from main dishes to desserts

B_{1F} Delicatessens, Bakeries, Confectioneries, Wines, Liquors

<Wines/ liquors>

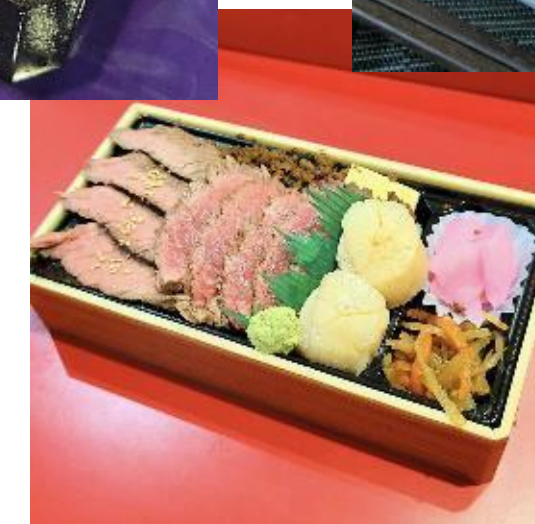


Wine and sake cellar with an extensive variety

<Delicatessens>

Event Space:

New pop-up shops every week



B_{1F} Delicatessens, Bakeries, Confectioneries, Wines, Liquors

<Confectioneries>

A unique line-up of shops



Nadir Gullu:
The first and only
branch in Japan



Mille-Feuille Maison Francais:
The only branch in Japan

Ginza Sweet:
Small, popular patisserie pop-up shops open
every week



1_F Cosmetics and Accessories

[Best sellers for tourists]

- SUQQU
- RMK
- shu uemura
- Officine Universelle Buly
- BYREDO
- M · A · C
- JILL STUART
- SHISEIDO
- SK— II
- Decorte
- clé de peau BEAUTÉ



1_F • 2_F International Boutiques

MU MU

LOUIS VUITTON

Dior

F FENDI

CÉLINE

MANOLO BLAHNIK

JIMMY CHOO

Roger Vivier
PARIS

Christian
Louboutin

LOEWE

BALENCIAGA

GIVENCHY

STELLA McCARTNEY

SAINT LAURENT
PARIS


MONCLER[®]

JIL SANDER

Chloé


ETRO

GUCCI

PRADA

alain mikli
paris

3_F 4_F 5_F 6_F **Men's and Women's Fashion**



7_F Home and Lifestyle Goods



Finest designed items selected by Japanese design legends.
Ideal souvenirs for your loved ones.

Priority Entry to the V.I.P lounge



Priority tax exemption service
Free drink and snack service