

September 24, 2013

Sojitz Corporation
Sojitz General Merchandise Corporation

EASTPAK Brand Retail Store Opens in Harajuku

Concept Shop to Convey Brand's World View, Expand Business

Sojitz General Merchandise Corporation (Sojitz GMC), a Sojitz Group business (a wholly-owned subsidiary of Sojitz Corporation) that handles bags, footwear, and other products, will open the EASTPAK Tokyo Store, a retail shop for EASTPAK brand casual bags, in Harajuku, Tokyo on October 11, 2013.



EASTPAK has roots as a manufacturer of bags for the US Army established in 1952. Since creation of the EASTPAK brand in 1976, a wide range of colors and print patterns have been adopted while maintaining the pursuit of genuineness. EASTPAK has been sold around the world as a lifestyle bag brand for more than 35 years. The new EASTPAK Tokyo Store will provide bag and luggage products suited for today's increasingly diverse and individualistic urban lifestyles.

Sojitz GMC acquired exclusive import and sales rights for EASTPAK products in Japan from US-based VF Corporation in June 2012 and is currently selling products to sports shops, apparel select shops, bag shops, variety shops, and other retail establishments nationwide. Sojitz GMC is steadily expanding sales routes with a focus on apparel select shops and has set a target of reaching 1 billion yen in sales (retail basis) as soon as possible after the new store opens.

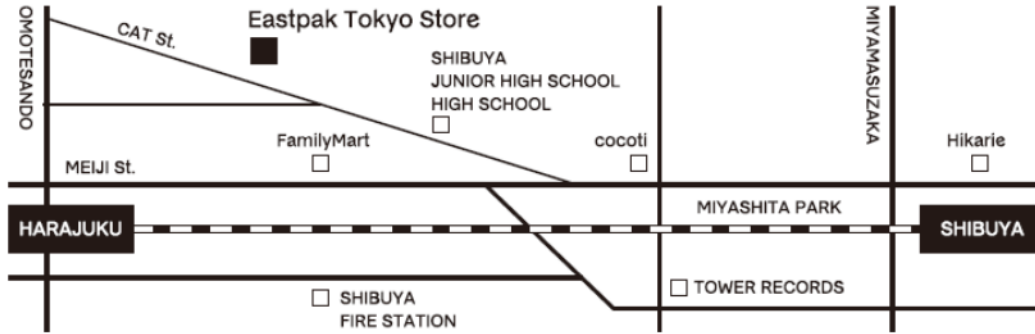


EASTPAK Tokyo Store

Sojitz GMC handles a wide range of consumer products including Admiral brand shoes, Reef surf brand goods, and Dot-Drops brand suitcases. In addition to imports and sales, Sojitz GMC conducts brand marketing through original product planning and promotions that maximize the history and concepts of each brand.

Store Details

Name: EASTPAK Tokyo Store
Address: 1st Floor, 5-25-2 Jingumae, Shibuya-ku, Tokyo
Grand Opening: October 11, 2013



Map

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