

September 2009

## Grand Reopening of Shinjuku HALC Sports on Sep. 5, 2009 (Sat.)

Japan's largest sports fashion floor is now completed.

Odakyu Department Store Co., Ltd. (HQ: Shinjuku-ku, Tokyo, President: Mikio Ogawa) reopened HALC Sports at its Shinjuku Main Store on September 5 (Sat.). The first underground level is now converted to one three sports fashion floors in the whole store (together with the first and second levels). The new space is about 50 percent larger than before (4,500 m<sup>2</sup> in total), making it the largest sports fashion floor in Japan.

The reopened HALC Sports offers fuller lineups of trendy golf, running, and outdoor products as an "active life and fashion store." The retail themes transcend the limits of other sports retail spaces, with innovative new sections such as the "High Style Collection" (a zone of collaborative products from sports brands and designer brands) and "Body Conditioning" (a zone with technologically advanced inners and shoes).

Here are some details on the remodeling.

### Description

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|----------------------|---|
| 1. Open              | September 5, 2009 (Sat.)  |
| 2. Place             | 1st underground floor, 1st & 2nd floors of Odakyu HALC Shinjuku |
| 3. Expanded area     | About 4,500 m <sup>2</sup>                                      |
| 4. Outline of floors |   |

<1st underground floor>

[Main Brand Lineup]

THE NORTH FACE, AIGLE, VICTORINOX, NAPAPIJRI, HUNTING WORLD, TRAVELBAG (Samsonite, RIMOWA, ACE, etc.), etc.

The first underground level, the newly renovated sports fashion floor, is a "Travel & Adventures" space. The appeal fits the growing and diversifying interest in outdoors activities such as trekking. Products range from outdoor wear, trekking shoes, comfort shoes, and travel accessories to the Tokyo's largest lineup of travel bags and seasonal sports items for swimming, horse riding, and dance fashion.

And excitingly, a "Travel Counter" run by Odakyu Travel has been opened on the same floor. Odakyu Travel plans special HALC "sports tours" to events such as overseas marathons, trekking tours, and spectator tours, as well as conventional travel products.



<1st floor>

[Main Brand Lineup]

BURBERRY GOLF, PUMA GOLF, LACOSTE, FILA, ellesse, PEARLY GATES, etc.

The first level is called “The Classics” floor. Here customers will find more traditional lines of golf wear, golf gear, tennis wear, and adult casual wear. They will also find “SWING SPACE (EVENT SPACE),” a zone with seasonal items for limited periods.

The remodeled golf wear section is now 25 percent larger than before. HALC Sports is especially proud of its ladies golf wear, one of the largest lineups in Japan. “Clapcourt” is a “compilation shop” with collections from popular brand golf lines such as COUP DE CHANCE, UNTITLED, and TAKEO KIKUCHI. Nearby are popular shops such as the new “Dance With Dragon,” where customers will find the same outfits worn by the professional golfer Shingo Katayama at the Masters Golf Tournament.

HALC Sports has also installed “Shot Leader,” a technologically advanced golf simulator booth where customers can test their swings in mock rounds. Knowledgeable staff nearby help customers select the best products for their needs. Golfers of all levels are served, from beginners to experts.



<2nd floor>

[Main Brand Lineup]

PUMA, adidas, NIKE, le coq sportif, Champion, FREDPERRY, Speedo, etc.

The High Style Collection Zone and Body Conditioning Zone on the 2nd floor are themed as a “High Style Kinetic Fashion” spaces. Customers here will find running wear, running shoes, products related to swimming and fitness, and athletic brand shops.

The High Style Collection Zone offers tie-up products from sports and designer brands, such as “EA7,” “adidas by Stella McCartney,” and “champion designed by DRESSCAMP.” The space also features products related to cycling and futsal, two growing recreations in Japan.

The Body Conditioning Zone mainly carries sophisticated inners and shoes for customers who seek fashion and functionality at the same time.

