

NEWS RELEASE

February 5, 2025



To all media organizations

FamilyMart Co., Ltd.

Notice Regarding Partnership with NIGO® World-Renowned Creator NIGO® Becomes Creative Director at FamilyMart

FamilyMart Co., Ltd. (head office: Minato-ku, Tokyo; Representative Director and President: Kensuke Hosomi; hereinafter “FamilyMart”) has invited NIGO®, a globally active creator, to become its creative director. Going forward, NIGO® plans to collaborate with FamilyMart in a wide range of fields, including as creative director for next-generation stores and strategic product categories, supervisor of marketing campaigns, and in the development of next-generation marketing using FamilyMartVision, FamilyMart’s in-store digital signage media. A team comprising NIGO® and employees from various departments across FamilyMart will work together with the aim of launching the first collaboration around spring next year.

Convenience stores have evolved into part of the lifestyle infrastructure that offer more than just convenience while catering to changing social trends and customer needs. Their functions have garnered strong recognition from customers globally as a world-class Japanese industry segment and example of its culture for their high quality, safety, reliability, cleanliness, and other features. As a convenience store chain brand originating in Japan, FamilyMart will promote its collaboration with NIGO® to go beyond the established frameworks for convenience stores, evolving into part of the lifestyle infrastructure that further enriches people’s lives.



Comment from NIGO®

As Japan continues to garner global attention, convenience stores (konbini) best embody Japan's unique lifestyle and culture. FamilyMart respects creativity and continuously challenges itself to pursue innovation. It is a great honor to announce our partnership with FamilyMart on February 5, 2025. Together, I hope to bring joy to the daily lives of people in Japan and across the globe.

Comment from Kensuke Hosomi, Representative Director and President of FamilyMart

The partnership with NIGO®, who attracts global attention for his diverse creative activities, is very exciting for FamilyMart, which views itself as a “convenience store that takes on challenges!” Together with NIGO®, we will strengthen Japan’s unique sense and spirit, realizing our corporate message of “FamilyMart, Where You Are One of the Family” with the aim of becoming treasured like a family member by customers around the world.

NIGO®

Fashion Designer / Creative Director

NIGO founded his own fashion brand in the 1990s, which quickly gained global recognition and became a cornerstone of the modern street fashion scene. Later, in 2010, he launched a new brand "HUMAN MADE," while also taking on creative collaborations with various companies. Since September 2021, he has served as the Artistic Director for LVMH-owned brand "KENZO." Most recently, in January 2025, he unveiled a collaborative collection with Pharrell Williams for "LOUIS VUITTON" in Paris.

FamilyMart works to enhance convenience for customers through its products and services while tackling a variety of measures that enable franchised stores to conduct stable store operations.