



FamilyMart Co., Ltd.

**Introducing FAMIMA, Bringing the “Next Convenience Store” to Life
First Flagship Store, FAMIMA PARK AZABUDAI, Opens on Friday, July 10
Redefining the Convenience Store with a Destination Worth Going Out of Your Way to Visit**

FamilyMart Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Tatsuo Odani) will launch the Next FamilyMart Project in 2026, the year of its 45th anniversary, as an initiative to explore the potential of the “next convenience store.” The company will also launch FAMIMA to bring this project to life, taking on the challenge of creating a new convenience store experience unconstrained by the conventional framework of convenience stores. As a symbol of this initiative, FamilyMart’s first flagship store, FAMIMA PARK AZABUDAI, will open on Friday, July 10, 2026.



■ Launch of the Next FamilyMart Project: Introducing FAMIMA, Bringing the “Next Convenience Store” to Life

FamilyMart will launch the Next FamilyMart Project as an initiative to explore new possibilities for

convenience stores and evolve their value. While continuing to pursue customer convenience and efficiency, the project focuses on creating an exciting shopping experience where customers can encounter new discoveries and enjoyment in their daily lives. To launch the project, FamilyMart will take on the challenge of creating value unconstrained by the conventional framework of convenience stores, through co-creation with creative director NIGO® and the planning capabilities of a team of creators who will bring his worldview and imaginative ideas to life.

The new FAMIMA will aim to become a convenience store worth going out of your way to visit through various challenges that conventional convenience stores have not been able to fully realize, including store and spatial design tailored to location and customer base, new approaches to visual merchandising (store experience), IP business befitting the “next convenience store,” and products that make everyday life more enjoyable and more fulfilling. Some of the initiatives from FAMIMA will also be rolled out at FamilyMart stores nationwide, bringing this new convenience store experience to customers across Japan.

Comment from Tatsuo Odani, Representative Director and President, FamilyMart Co., Ltd.

Through our new FAMIMA initiative, we aim to unlock the full potential of convenience stores and bring it to life. Convenience stores are a retail format and a unique cultural asset that Japan can proudly share with the world. To achieve sustainable growth going forward, transformation and evolution with an eye to the future will be essential. Through co-creation with creators, we will bring even greater creativity, enjoyment, and excitement to convenience stores. Our aim is to enrich customers’ daily lives and become a differentiated global brand that cannot be imitated by others. Please look forward to FAMIMA and FamilyMart.

Comment from NIGO®

This all started with a simple idea: *Wouldn't it be great if convenience stores carried things like this?* Since then, I've had countless meetings with the FamilyMart team. Now, more than a year after announcing our partnership, we're finally able to launch FAMIMA PARK AZABUDAI as the first tangible expression of what we've been working toward. I hope this next-generation convenience store will give people in Japan—and around the world—the opportunity to experience Japanese culture and lifestyle firsthand.

■ About NIGO®



Creative Director / Fashion Designer

NIGO®’s own brand, founded in Harajuku in 1993, became enormously popular around the world and laid the foundations for the street fashion scene that continues today. In 2010, he launched the brand HUMAN MADE and also began working as a creative director for companies. In September 2021, he was appointed Artistic Director of the Paris fashion brand KENZO. He has also presented collections through LOUIS VUITTON on three occasions, in 2020, 2021, and 2025.

■ FamilyMart's First Flagship Store, FAMIMA PARK AZABUDAI, Opens in Azabudai, Tokyo

Bringing the vision of FAMIMA to life in a physical space, FAMIMA PARK AZABUDAI is FamilyMart's first flagship store. Combining FamilyMart's vision of the “next convenience store” with the perspectives of leading creators, it delivers a store experience filled with enjoyment and inspiration.

The store features an architectural design that sets it apart from conventional convenience stores while complementing the character of the Azabudai area. It also incorporates a host of new features, including a sales floor that brings its visual merchandising concept to life, a carefully curated environment with meticulous attention to details such as lighting, wall finishes, and staff uniforms, multilingual support and dedicated product advisors, and exclusive merchandise. From the exterior design to the presence of its store staff, every aspect has been designed to create an exciting experience with every visit, with the goal of establishing the store as a new landmark in Azabudai.

Store Overview

Store Name: FAMIMA PARK AZABUDAI

Opening Date: 10:00 a.m., Friday, July 10, 2026

Location: 2-10 Toranomom 5-chome, Minato-ku, Tokyo

Sales Floor Area: 217.05 m²

Official Website: <https://www.family.co.jp/famima.html>

Highlights of FAMIMA PARK AZABUDAI

■ Store and Spatial Design Tailored to the Location and Customer Base

- **A Landmark Architectural Design for the Neighborhood**

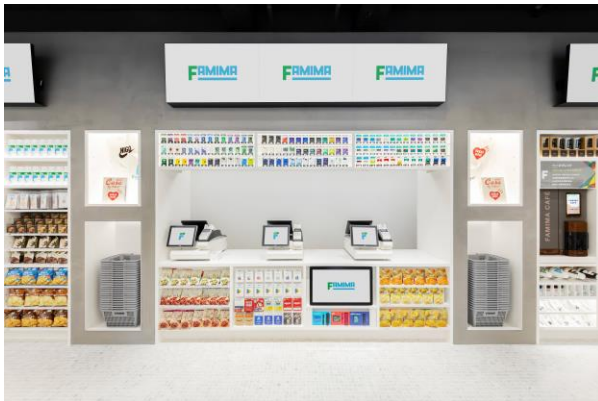
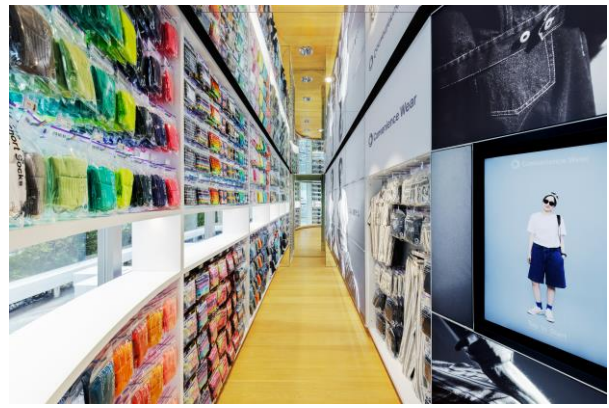
FAMIMA's official character has been incorporated into the building's corners and rooftop, adding a playful touch that can be enjoyed both by pedestrians and from surrounding high-rise buildings. Reflecting Azabudai's character and lush green surroundings, the store also features a Rooftop Forest. In addition, the store includes FAMIMA STAND, where customers can purchase takeaway items without entering the store, as well as benches featuring FAMIMA's official character. Together, they create a park-like space where visitors can relax while enjoying coffee, tea, or FamilyMart's signature fried chicken, Fami-Chiki (Boneless Fried Chicken), introducing a new way to experience and use a convenience store.



■ New Challenges in Visual Merchandising (Store Experience)

1. Sales Floor Design Filled with the Joy of Choosing

The store redefines visual merchandising for convenience stores, bringing to life new challenges in the overall store experience. Counter seating has been installed along the glass façade to enhance visibility from outside the store. From the entrance through to the central fixtures and shelving on both sides, the sales floor features iconic FAMIMA products, creating the excitement of a pop-up store. The Convenience Wear area has been designed as a shop-in-shop, with an overwhelming selection displayed in a dedicated space, while the checkout counter adopts a kiosk format, with products displayed across the front wall. Together, these elements deliver an exciting shopping experience filled with the joy of choosing and making discoveries right until the end.



Wonderwall®, led by interior designer Masamichi Katayama, participated in the architectural and sales floor design.

Comment from Masamichi Katayama

While respecting the history of innovation and rationality that Japanese convenience stores have cultivated over the years, we set out to pursue the enjoyment and richness that lie beyond them. Rather than simply creating a place people stop by because it's convenient, we have refined every aspect of the store to make it a destination people genuinely want to visit, with a distinctive appeal and uniqueness all its own.

■ Wonderwall® / Profile of Masamichi Katayama



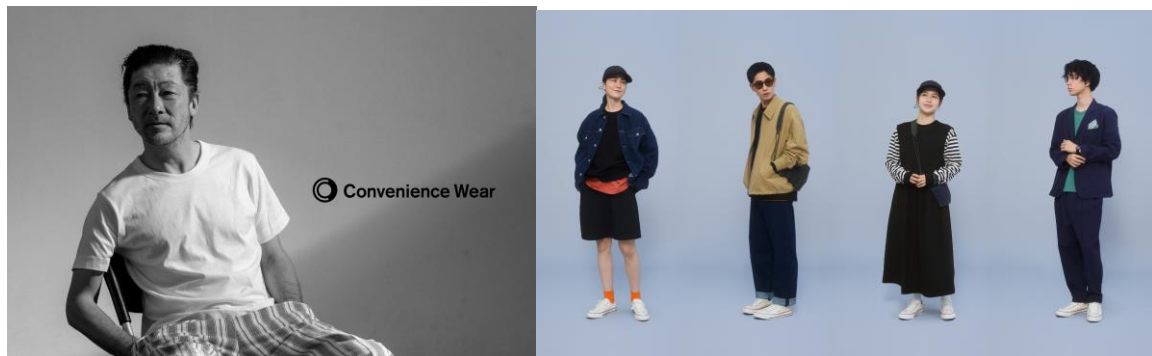
Interior Designer
Representative, Wonderwall Inc.
Professor Emeritus, Musashino Art University

Led by Masamichi Katayama, Wonderwall® works across a wide range of fields, centered on interior design and extending to creative direction and architectural design direction. It has handled a diverse array of projects in Japan and overseas, from fashion boutiques and branding spaces to residences and large-scale commercial facilities. Wonderwall®'s strength lies in sharing each project's vision and bringing the brand experience to life as a physical space.

2. Experience the Brand's Worldview at the Convenience Wear Section

FamilyMart's original Convenience Wear brand continues to grow with the aim of making buying clothes at a convenience store part of everyday culture. Developed in collaboration with fashion designer Hiromichi Ochiai, the brand is built around the concept of *Good Materials, Good Techniques, Good Design*.

At FAMIMA PARK AZABUDAI, customers can explore full outfit and styling suggestions through interactive touchscreens, make use of fitting rooms, and receive assistance from dedicated product advisors. The store has been designed to let customers check the fit and comfort of each item for themselves and choose styles that best express their individuality. In addition to offering the complete seasonal Convenience Wear lineup, the flagship store will also carry exclusive items designed to complete each look. Large-format visual displays featuring actor Tadanobu Asano further immerse customers in the Convenience Wear brand, creating a distinctive retail environment where they can fully experience its unique world.



■ Profile of Hiromichi Ochiai



Fashion Designer

In 2007, Hiromichi Ochiai launched his own brand, FACETASM. Since 2016, he has presented collections at Paris Men's Fashion Week. He also designed the costumes for the Flag Handover Ceremony at the closing ceremony of the Rio Olympic and Paralympic Games. In addition to collaborating with global brands including Nike, Coca-Cola, and Levi's, his work spans a wide range of creative activities both in Japan and internationally.

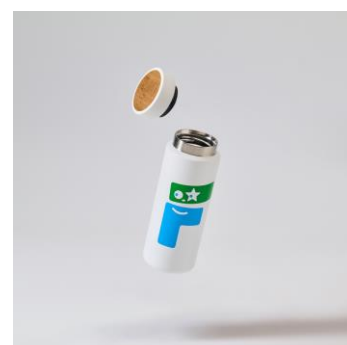
- 2013 – Newcomer Award, Mainichi Fashion Grand Prix
- 2016 – Grand Prix, Mainichi Fashion Grand Prix

■ IP Business for the “Next Convenience Store”

● Introducing New Culture Through FAMIMA's Official Character

As FamilyMart expands its IP business, it will introduce new culture to audiences in Japan and around the world through an integrated approach spanning its stores, products, and overall store experience.

To support this initiative, FamilyMart has developed a new official character that embodies both the approachable nature of a convenience store and the distinctive world of FAMIMA. At FAMIMA PARK AZABUDAI, visitors will be the first to enjoy exclusive merchandise featuring the character, including lifestyle goods and Convenience Wear items. Going forward, FamilyMart also plans to roll out products featuring the character at stores nationwide, allowing even more customers to experience the FAMIMA world.



■ The Thinking Behind the Ichiban Challenge

FamilyMart will celebrate its 45th anniversary in September 2026. To continue evolving with the times and remain the number one choice for customers beyond the conventional framework of convenience stores, we have adopted a new slogan, *Aiming to Be Your No. 1 Choice: Creating More of What Matters Most to You.*

Under this slogan, we will continue the greatest challenge in FamilyMart’s history, focusing on eight areas: delicious, a little better value, exciting and fun, discovering something great, innovative and cutting-edge, environmentally friendly, a place people want to work, and loved by the local community.

45th Anniversary Special Website: https://www.family.co.jp/campaign/spot/2026_45th.html