

2005.10.7

opens the first company store

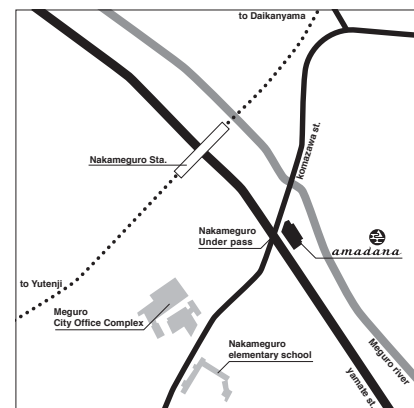
REALFLEET Co.,Ltd. announces its original total home appliances (KADEN) brand "amadana" opens the first company store at Nakameguro, Tokyo (in the shopping mall BALS STORE) on 7th October, 2005.

As described later in the shop design concept, even though it is called a shop, it would provide the space for visitors to feel the products of amadana. The most certainly, it plays the role of the show room where customers can actually touch and use its products and the purpose of this shop is to create the interface between customers and the totally new KADEN "amadana," in alliance with the partnerships (of the retail shops) while proposing the utopia of KADEN shop beyond what just a normal company store can do.

There are key elements for amadana to gain the position of the total KADEN brand. One is to expand the line of products, and the other is to establish the original sales channel. The grand opening of this company store is the significant first step to achieve those, that we have longed for.

The opening of Nakameguro shop as the starter, we are opening Omotesando shop (Shibuya, Tokyo) in February 2006, where to be the base of the information transmitting to the rest of the world, and six shops more to be launched by year 2008 are coming.

amadana BALS STORE NAKAMEGURO
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closure day : irregular



- about the shop design -

intentionally headed by the creative director of REALFLEET, Tei Shuwa was assigned to the shop design and brought out the enchantment of amadana fully and ever under the shop concept that is a space within "a curio shop".

Aspire for the space where KADEN disciplines beyond the space where home appliances are displayed

Approximately 3years ago, it all began from designing a company called REALFLEET.

Aspire the "beautiful KADEN" under the product development concept of "KADEN of Tokyo", we have always considered "the space to display" our products as the important factor in order to establish "amadana" as the total home appliance brand.

The design concepts of "amadana" are
to exude "the temperature of the presence",
to illustrate "progressive subtraction"
and to set out for the excellent outcome of products.

We believe the temperature of the presence would be exuded in the air at the space where disciplines KADEN beautifully.

We wish this space to be where not only to display the products but also can feel the beauty at the margin of the space while letting the visitors feel the afterglow

Even though the space is a shop, it would leave the lingering feeling to the visiting customers and not only to be limited to display the products but also let them sense the beauty in the margin of the space. This is what we wish this space to be.