

品种丰富多彩的 48 间店铺新开张
升级后为关东地区店铺数量最大级别，约 1.5 倍共计 151 间店铺
阿见名牌折扣购物中心
第 2 期扩建开张 开店品牌发布
～2011 年 12 月 8 日（星期四）升级开张～

CHELSEA JAPAN 株式会社（总公司：東京都千代田区 代表董事总经理：吉村俊秀）决定将阿见名牌折扣购物中心（茨城县稻敷郡阿见町）的第 2 期扩建开张日期定为 2011 年 12 月 8 日（星期四）。

阿见名牌折扣购物中心于 2009 年 7 月开业以来迎来众多顾客的光临，每年约有 420 万人使用本设施，是茨城县具有代表性的旅游型商业设施。目前的店铺数为：商店 97 间，饮食店 6 间，美食街 1 处，共计 104 间店铺。

本次的第 2 期扩建，在现有的设施东侧将有商店 45 间（包括从现有卖场迁移过来的 2 间）、饮食店 3 间共 48 间店铺开张，通过对现有卖场的一部分进行重新划分后，升级为拥有商店 141 间，饮食店 9 间，美食街 1 处，共计 151 间店铺、目前的约 1.5 倍规模的关东地区最大级别的名牌折扣购物中心。

在日本国内的名牌折扣购物中心首次开店的品牌有享誉全球的高尔夫服饰品牌“Ashworth（雅狮威）”、备受注重时尚感觉女性青睐的“Opaque”以及“Fragile”的 3 间店铺。另外，还有经营包括床与家具的“RALPH LAUREN Home Factory Store”以及深受各年龄层女性喜爱的“Earth Music & Ecology”、男装款式也很齐全的“Banana Republic”、运动品牌“Puma（彪马）”、手表品牌“G-Shock”等品种丰富多彩的品牌开店。



< 报道机关有关人员就本文相关事宜请洽询 >

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Official site <<http://www.premiumoutlets.co.jp>>

<Fashion>

No.	Brand name	Category	Outlet debut in the 3 prefectures of Northern Kanto	Outlet debut in Japan
1	Banana Republic	Ladies wear Mens wear		
2	Beach Sound	Ladies wear Mens wear		
3	Be Be	Kids wear	●	
4	Blue Cross	Kids wear	●	
5	Cecil Mcbee	Ladies wear	●	
6	Crocodile	Ladies wear Mens wear		
7	Dc	Ladies wear Mens wear	●	
8	E Hyphen World Gallery	Ladies wear	●	
9	Earth Music&Ecology	Ladies wear Kids wear		
10	Ecruefil	Ladies wear	●	
11	Fragile	Ladies wear	●	●
12	Free's Shop	Ladies wear		
13	Ingni	Ladies wear	●	
14	Kent Ave.	Ladies wear Mens wear		
15	Ketty	Ladies wear	●	
16	la.f...	Ladies wear	●	
17	Lautréamont	Ladies wear	●	
18	Melrose	Ladies wear Mens wear		
19	Mezzo Piano	Kids wear	●	
20	Misch Masch	Ladies wear	●	
21	Nano・Universe	Ladies wear Mens wear	●	
22	Nicole	Ladies wear Mens wear		
23	Opaque	Ladies wear Mens wear	●	●
24	Pão.de.lo	Ladies wear	●	
25	Pink House	Ladies wear	●	
26	Pom Ponette	Kids wear	●	
27	Quiksilver	Ladies wear Mens wear		
28	Theory	Ladies wear Mens wear		

Fashion Total

28

18

※3 prefectures of Northern Kanto: Ibaraki, Tochigi, Gunma

<Fashion Accessories>

No.	Brand name	Category	Outlet debut in the 3 prefectures of Northern Kanto	Outlet debut in Japan
29	Esperanza	Ladies shoes Accessories		
30	G-Shock	Watches		
31	Jewelna Rose	Bags	●	
32	Savoy	Bags		
33	Wacoal	Underwear		

Fashion Accessories Total 5 1

<Sports/Outdoor>

No.	Brand name	Category	Outlet debut in the 3 prefectures of Northern Kanto	Outlet debut in Japan
34	Aigle	Sportswear & Outdoor Goods		
35	Ashworth	Sportswear & Outdoor Goods	●	●
36	Puma	Sportswear & Outdoor Goods	●	
37	Salomon	Sportswear & Outdoor Goods	●	

Sports/Outdoor Total 4 3

<Interior & Household Goods>

No.	Brand name	Category	Outlet debut in the 3 prefectures of Northern Kanto	Outlet debut in Japan
38	Le Creuset	Kitchen Goods		
39	Ralph Lauren Home Factory Store	Bedding		
40	Sealy Bed	Beds / Bedding	●	
41	Tempur	Bedding	●	

Interior & Household Goods Total 4 2

<Foodstuffs>

No.	Brand name	Category	Outlet debut in the 3 prefectures of Northern Kanto	Outlet debut in Japan
42	Lupicia Bon Marché	Foods	●	

Foodstuffs Total 1 1

<Restaurants>

No.	Brand name	Category	Debut in the 3 prefectures of Northern Kanto
43	Aarti	Restaurant	●
44	Chinese Qing Cai	Restaurant	●
45	Ueshima Coffee Shop	Cafe	●

Restaurants Total 3 3

<Fashion Accessories>

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Restaurants Total 3 3

<Remodelled Shops>

※Transferred from the existing area to the extension area and remodelled

No.	Brand name	Category
46	Bcbgmaxazria	Ladies wear
47	Polo Ralph Lauren Factory Store	Ladies wear Menswear Kids wear

Remodelled Shops Total 2

48 Others 1 Shops

Number of Merchants in the New Expansion Area Total 48 Shops

【Overview of Ami Premium Outlets® Phase 2 Expansion】

Location	2700 Yoshiwara, Ami-machi, Inashiki-gun, Ibaraki Prefecture 300-1155	
Opened	Phase 1 Thursday July 9 th 2009 Phase 2 Thursday December 8 th 2011	
Area of site	Phase 1	Approximately 165,500 m ²
	After Phase 2 Expansion	Approximately 207,500 m ² (Phase 2 area approximately 42,000 m ² ※Parking area)
	Phase 1	Approximately 22,300 m ²
	After Phase 2 Expansion	Approximately 31,000 m ² (Phase 2 area approximately 8,700 m ²)
Number of merchants	Phase 1	104 merchants
	After Phase 2 Expansion	151 merchants (Phase 2 area 48 merchants ※ Includes merchant lot changes)
Parking capacity	Phase 1	Approximately 2,500 vehicles
	After Phase 2 Expansion	Approximately 3,900 vehicles
Hours of business	10:00~20:00 ※Restaurants 11:00~21:00 (May differ depending on the season)	
Closed	Once a year : On the third Thursday of February	
Customer inquiries	029-829-5770(Recorded guidance)	

【About Chelsea Japan Co., Ltd.】

Chelsea Japan Co., Ltd. is a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc. Chelsea Japan focuses on developing, owning and managing high-quality outlet shopping centers in Japan. At the present time, Chelsea Japan operates the following 8 Premium Outlet Centers® in Japan: Gotemba Premium Outlets® in Gotemba, Shizuoka Prefecture; Rinku Premium Outlets® in Izumisano, Osaka Prefecture; Sano Premium Outlets® in Sano, Tochigi Prefecture; Tosu Premium Outlets® in Tosu, Saga Prefecture; Toki Premium Outlets® in Toki, Gifu prefecture; Kobe-Sanda Premium Outlets® in Kobe, Hyogo Prefecture; Sendai-Izumi Premium Outlets® in Sendai, Miyagi Prefecture; and Ami Premium Outlets® in Ami, Inashiki-gun, Ibaraki Prefecture.

【Mitsubishi Estate Co., Ltd.】

Mitsubishi Estate Company is a leading international property development and investment company with a substantial commercial and residential portfolio in Japan, which includes over 30 major buildings in Marunouchi, Tokyo's central business district, and buildings in New York and London.

【Simon Property Group】

Simon Property Group, Inc. is an S&P 500 company and the largest real estate company in the U.S. The Company currently owns or has an interest in 393 retail real estate properties comprising 264 million square feet of gross leasable area in North America, Europe and Asia.

Simon Property Group is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide. The Company's common stock is publicly traded on the NYSE under the symbol SPG. For further information, visit the Simon Property Group website at www.simon.com.

【Concepts of Premium Outlets®】

The Premium Outlets® portfolio is the world's largest collection of upscale outlet centers. It features 69 Premium Outlet Centers® including 57 in the United States, one in Puerto Rico, eight in Japan, two in Korea and one in Mexico.

Premium Outlets® is a portfolio of outlet shopping centers which brings together the finest brands in unique outdoor settings and offers impressive savings of 25 to 65 percent every day. Each center is a shopping attraction and destination in its own right offering:

- Factory-direct savings of 25% to 65% every day
- A distinctive, upscale store mix of leading designers and quality name brands
- A location that is easily accessible and near other attractions
- An attractive setting making shopping an exciting and pleasant experience for the whole family

* PREMIUM OUTLETS® and PREMIUM OUTLET SHOPPING® are registered trademarks of Simon Property Group.