

# The History of Seibu in Photos (Part 2)

## IV The Rebuilding Period (2004–2016)

### Development In and Near Stations

With new value-added, stations are changing. Uncovering the hidden needs of the urban dweller

# 2007

#### A station with everything

Thanks to an increase in nuclear families, working couples, and the number of single-member households, and a lower birthrate and aging society, changes have long been occurring in the way people shop in Japan's urban centers. With more people eating alone, convenience stores and small urban supermarkets have responded by offering more products to meet that need. Shoppers buying prepared foods to take home do make many of their everyday purchases in the area around the train station.

For urban dwellers, the station is a hub for their daily lives, whether for commuting to work or school, or for many other occasions. Demand for convenient shopping in and around train stations continues to increase.

To respond to those needs, Seibu Railway developed TOMONY, an in-station convenience store brand being rolled out in collaboration with FamilyMart.

In addition to the standard convenience store items such as prepackaged meals, sandwiches and drinks, the stores offer utility payment services and a full line-up of other convenient functions. There are currently 58 TOMONY stores.

Everyone who commutes to work or school goes through a train station. By becoming a hub for everyday life, stations help people achieve a more convenient, stress-free lifestyle.

#### Creating a hub for everyday life

One of the businesses responsible for turning train stations from simple places to pass through into true destinations, community hubs where people spend time, are the Emio retail facilities located in Seibu Railway stations and operated by Seibu Properties.

The business began in 2007, with the opening of Emio Nerima in Nerima Station on the Ikebukuro Line. Changing the station's function brought changes to the actual lives of passengers.

Focusing on women seeking stress relief, Emio Nerima worked to attract stores offering cosmetics and spa and body treatment services, and the stations eventually became destination spaces for passengers who previously would have just passed through. Today, Emio retail facilities are available in 16 Seibu stations.

At Emio Sayama-shi, which opened in 2011, the focus is on assisting with daily life and offering just what people are looking for. The facility includes 19 stores, with everything from a supermarket and convenience store, to a drug store and dental clinic. Opened in 2012, Emio Tokorozawa positions itself as a "Smile Station," with 20 stores (of which six are inside the ticket gates) including take-out prepared foods and eat-in restaurants. In addition to these new facilities, existing retail stores in other stations are being remodeled under the Emio brand, taking on the role of a new lifestyle hub for people living along Seibu Railway lines.



Emio Sayama-shi, opened in 2011



TOMONY Nerima, the first store in the chain, opened in 2007

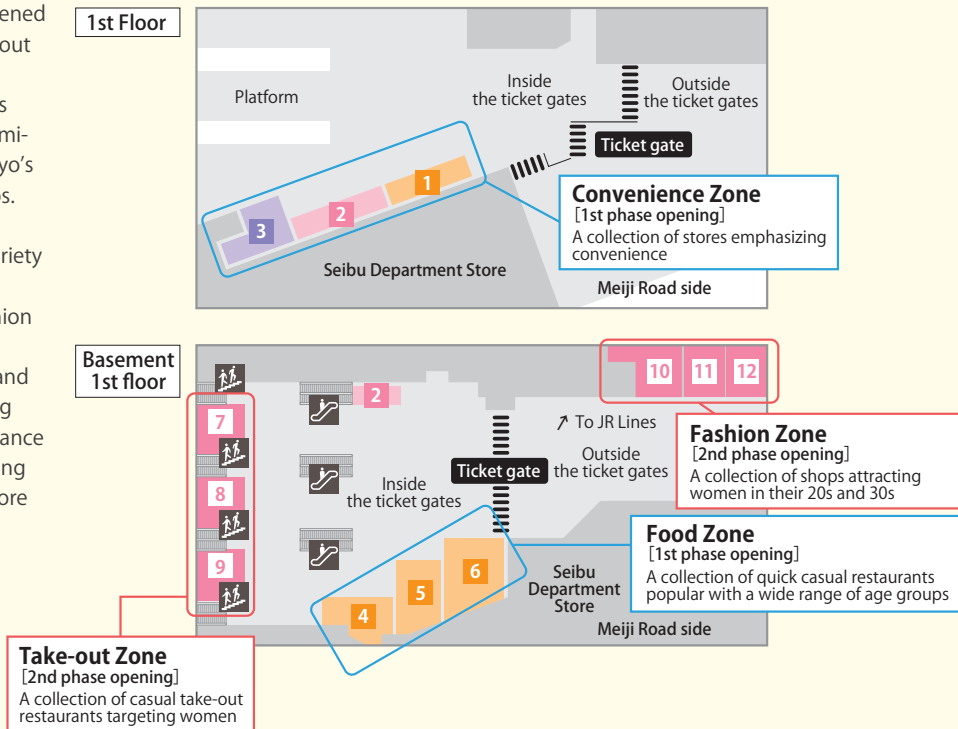
Emio Tokorozawa, opened in 2012



## Emio Ikebukuro — Opened on September 28, 2015

Emio Ikebukuro, which opened in September 2015, came out of a larger renovation of Ikebukuro Station, which is Seibu Railway's largest terminal station and one of Tokyo's largest transportation hubs. Matching that scale, Emio Ikebukuro offers a wide variety of stores divided into four zones (food, take-out, fashion and convenience).

Together, the TOMONY and Emio brands are enhancing the usefulness and importance of the train station in making everyday life richer and more convenient.



## Nicot and emilive

The Nicot child care centers located near Seibu Railway stations grew out a suggestion offered under the Seibu Group's "Smile Factory" system, through which Group employees can submit ideas to management, and are gaining attention for their convenience to transportation and other social benefits.

The name "Nicot" is in part based on the Seibu Group's "Smiles Ahead" slogan (*nikotto*, in Japanese, also means "smile"), and was created from the first letters of the words Near, Interesting, Convenience, Original and Together. The child care centers have been a hit with the younger child-rearing population, and today there are seven Nicot centers along Seibu Railway lines.

Based on the concept of offering a quality lifestyle close to a Seibu train station, the emilive brand offers rental apartments within just a few minutes' walk from the nearest station. This name again reflects the idea of a life filled with smiles (emi is another Japanese word for "smile").

There are currently three emilive facilities, all of them recognized for offering excellent convenience and quality-built homes.



Nicot Shakujii-koen (above), opened in 2014  
emilive Nerima (below), opened in 2015