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## Launch of the Rinku Premium Outlets® Phase Five

**Birth of the largest outlet mall in Western Japan Now featuring glamping facilities  
Introducing the lush Seaside Outlet  
Launch on Wednesday, August 12, 2020**

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Mitsubishi Estate-Simon Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Chief Executive Officer Masaki Yamagishi) has set the launch date for the Rinku Premium Outlets® (Izumisano-shi, Osaka) Phase Five on Wednesday, August 12, 2020.

The Rinku Premium Outlets® opened in November 2000 as the second Premium Outlets® facility in Japan by Mitsubishi Estate-Simon Co., Ltd.. Following expansions in March 2002, December 2004, and July 2012, it celebrates its 20th anniversary this year. The outlet facilities are located in Rinku Town, across the shore from Kansai International Airport, and has seen many Japanese and overseas customers visiting the facilities.

Marking the 20th anniversary of the outlet's launch, Phase Five features 48 shops in a new area overlooking Osaka Bay. The Seaside area boasts 13,200 m<sup>2</sup> of store space, with 38 stores (14 that have relocated from existing areas) and 10 restaurants—including a food hall—adding up to 48 shops. Customers will be able to shop at luxury brand stores such as Burberry and Prada, and also at sports and outdoor brand stores such as Arc'teryx and New Balance Golf. As for dining, Panda Express's first Kansai outlet will open, boosting the overall number of shops to approximately 250. With a shopping total area of 50,100 m<sup>2</sup>, this will be western Japan's largest outlet mall\*<sup>1</sup>.

\*1 Store area numbers are based on our survey.

A brand-new addition to the coastline is Seaside Park, a vast lawn area covering approximately 20,000 m<sup>2</sup>. This area will feature the first ever glamping facilities at an outlet mall. *Jyubako* mobile homes, developed by world-class architect Kengo Kuma and snow peak, have been set up within the outlet grounds, offering visitors a luxurious outdoor experience. Large-scaled renewals will be conducted on existing areas as well, to further develop the entire mall into an even more appealing facility.

Along with outlet shopping in outdoor spaces, which recreates townscapes seen overseas, the Seaside Outlet will open with the launch of the Phase Five area. It features an outstanding location, diverse functions and lush greenery, allowing visitors to relax and get away from it all. We will strive to create facilities that local and overseas customers alike will love, and continue to contribute towards the development of the overall Rinku Town areas as well.



**[Features of Rinku Premium Outlets® Phase Five]**

**■Creation of a lush Seaside Outlet that maximizes the potential of the outdoor spaces and location**

With the Phase Five expansion, a new Seaside Outlet will open in a beautiful location along the lush coastline. This area will feature abundant greenery with palm trees and seasonal flowers. Moreover, the coastal strip connecting neighboring Rinku Park’s Symbol Garden and Seaside Garden will host the first ever glamping facilities in an outlet mall, along with 20,000 m<sup>2</sup> of lawn at the Seaside Park where visitors can enjoy a range of outdoor activities.

Along with a food hall designed with a nautical theme, the spacious Seaside Plaza courtyard will offer independent outdoor dining Pavilions where visitors can enjoy snacks and dessert. This is a place where visitors will be able to shop in lush greenery at the Seaside Outlet while savoring the ocean breeze.



**■Featuring a diverse line-up of 48 shops, from luxury brands and imports to sports and outdoor brands.**

The new Seaside area will feature a total of 48 shops—38 stores (including 14 which have relocated from existing areas), and ten restaurants, including a food hall. This area will open with 13,200 m<sup>2</sup> of commercial space. Along with rezoning of some existing areas, this will be the largest outlet mall in western Japan, with approximately 250 shops and a shopping area of approximately 50,100 m<sup>2</sup>. This makes it second only to the largest outlet mall in Japan, the Gotemba Premium Outlets®<sup>\*1</sup>. \*1 Store area numbers are based on our survey.

The first floor in the new area focuses on luxury and import brands, with names such as Prada and the first Alexander Wang at any Kansai area outlet mall, along with the import brand specialty shop la misola. The area will also be the only Kansai outlet mall to offer Burberry and Escada.

The second floor consists mainly of sports, outdoor and athleisure brands. Along with brands that have relocated from existing areas, the new area will also introduce Arc'teryx and New Balance Golf.

Please note that in addition to Phase Five, there will be a large-scale renewal project in the existing areas, which will include new store openings and renovations. This will open in stages by winter.

**■Food hall, restaurants, and cafes**

Opening on the third floor of the first-ever third floor area in a Premium Outlet is the Rinku Dining food hall, which overlooks the Osaka Bay. This food hall, featuring a nautical theme, offers excellent views of the ocean, sky, and newly opened outlet facilities, and is the symbol of the Phase Five expansion.

Dining spots such as the California-born Chinese restaurant Panda Express, Osaka’s Sanuki udon noodle shop Kamatake Udon, and the ochazuke (rice in soup) shop Komeraku~Rice in Soup, Fried Chicken can be found here.

The walls of Rinku Dining are decorated with art by WHW!, lead by the Osaka-born artist Chalkboy. The walls facing Osaka Bay incorporate the smart tinted glass Halo<sup>\*2</sup> for the first time in a Japanese commercial facility. This allows visitors to enjoy the view, even against the glare of the sun.

Sandaya Honten - Yasuragi no Sato will also join the restaurants and café category.



<sup>\*2</sup> A globally advanced tinted glass system from Halo International that automatically controls natural light.

**■The first ever glamping facilities for an outlet mall**

The grounds will feature the first ever glamping facilities at an outlet mall. The new 20,000-m<sup>2</sup> Seaside Park lawn will have snow peak shopping and the restaurant Snow Peak Eat opening in adjacent areas.

Within the Seaside Park are five *Jyubako* mobile houses created through a collaboration between Kengo Kuma and snow peak, where visitors can enjoy a luxurious glamping experience with ocean views.

Furthermore, in certain areas within the Seaside Park, snow peak will be offering a range of activities, gear rental and campfires, allowing visitors to experience the snow peak world view and a diverse array of outdoor experiences.

[snow peak mobile house *Jyubako*]

Reservations start on: Monday, August 3, 2020

URL: <https://go-snowpeak.reservation.jp/hotels/sp-rinku/>

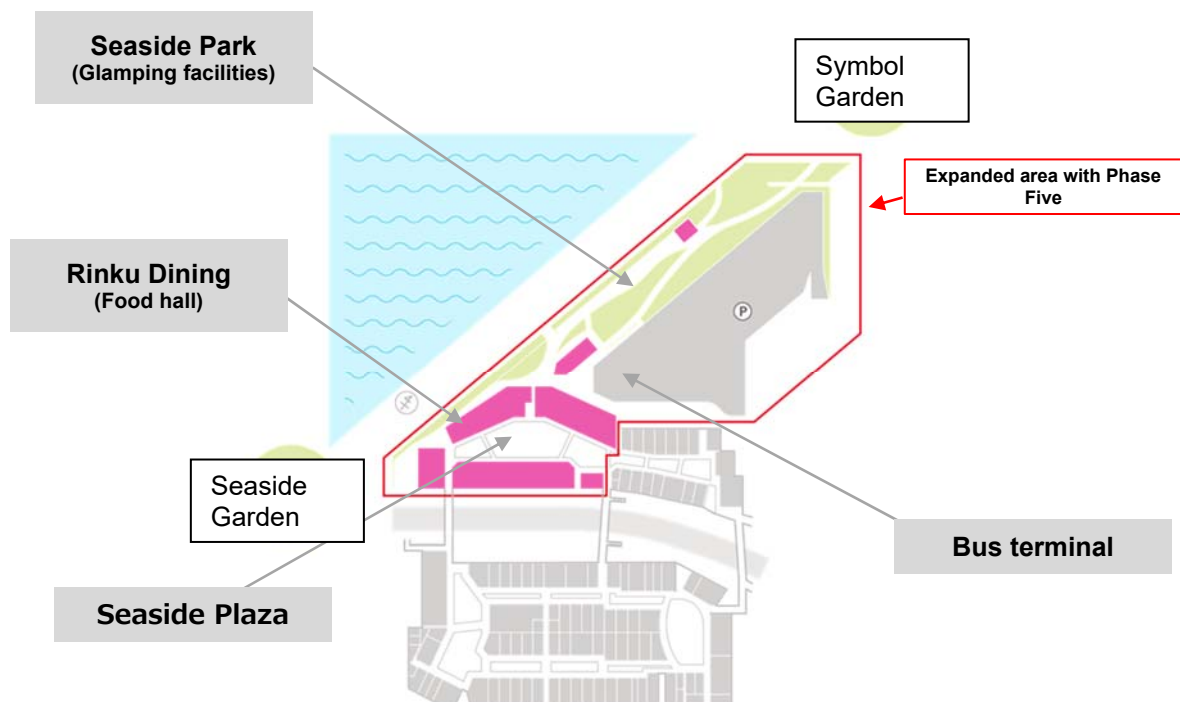


**■300 more parking spaces. A new bus terminal has also been built, making it easier to accommodate group tour visits.**

Parking spaces for approximately 300 vehicles have been created, boosting the number of parking spaces to approximately 3,200 spots, and a new bus terminal has been established in the north of the new area. In addition to local Rinku Town buses, shuttle buses heading toward Senboku and Tokushima Station will start daily services. Furthermore, the capacity to receive domestic/overseas group tour buses and Kansai Airport Sky Shuttle buses have also been improved.



**[Location of the Phase Five expansion]**



See images related to this document and computer graphic movies of the new expanded area at this URL:

<https://www.premiumoutlets.co.jp/pressroom/rinku5.html>



## <Reference materials 1> List of shops in the expanded Phase Five area

■ Fashion		
	ブランド名	
1	Alexanderwang アレキサンダーワン	関西アウトレット初
2	Brooks Brothers ブルクス ブラザーズ	
3	Burberry バーバリー	
4	Champion チャンピオン	
5	Diffusione Tessile ディフュジオーネ・テッシレ	
6	Escada エスカダー	
7	Kenzo ケンゾー	
8	Prada プラダ	期間限定
9	Polo Ralph Lauren ポロ ラルフ ローレン	
10	Tommy Hilfiger トミーヒルフィガー	
11	Zara Outlet ザラ アウトレット	

■ Fashion goods		
	ブランド名	
1	Citizen シチズン	
2	Coach Men Modern Active コーチ メン モダン アクティブ	期間限定
3	Hawkins ホーキンス	
4	Longchamp ロンシャン	
5	New Era ニューエラ	関西アウトレット初
6	Sergio Rossi セルジオ ロッシ	
7	Skechers スケッチャーズ	
8	Tumi トゥミ	
9	Vans ヴァンズ	

■ Hobbies and daily goods		
	ブランド名	
1	Pet Paradise ペットパラダイス	関西アウトレット初

■ Premium event space(期間限定)		
	ブランド名	
1	La Misola ラミソーラ	期間限定 関西アウトレット初
2	Mark & Lona マーク アンド ロナ	期間限定 関西アウトレット初
3	Saint Laurent サンローラン	期間限定

■ Sports and outdoor brands		
	ブランド名	
1	Arc'teryx アークテリクス	関西アウトレット初
2	Black & White ブラック アンド ホワイト	
3	Canterbury カンタベリー	
4	Descente デサント	
5	Ellesse エレッセ	
6	Le Coq Sportif ルッコクスポルティフ	
7	Munsingwear マンシングウェア	
8	New Balance ニューバランス	
9	New Balance Golf ニューバランス ゴルフ	
10	Nike ナイキ	
11	Puma プーマ	
12	The North Face ザ・ノース・フェイス	

■ Restaurants and cafes		
	ブランド名	
1	31 Ice Cream リーティワンアイスクリーム	
2	Broil ブロイル	関西アウトレット初
3	Ippudo Ramen Express 一風堂 ラーメン エクスプレス	
4	Kamatake Udon 釜たけうどん	
5	Komeraku ~Rice in Soup, Fried Chicken こめらく お茶漬けど、いそどり唐揚げ。	関西アウトレット初
6	Panda Express パンダエクスプレス	関西アウトレット初
7	Potamelt ポタメルト	関西アウトレット初
8	Sandaya Honten 三田屋本店 -やすらぎの郷-	
9	Starbucks Coffee スターバックス コーヒー	

■ Outdoor contents		
	ブランド名	
1	Snow Peak スノーピーク	物販 運営店舗 (一部割引商品もございます)
2	Snow Peak Eat スノーピーク イート	関西アウトレット初

※付帯施設：モバイルハウス「住箱-JYUBAKO-」

■ Pavilion (food booths) (屋外型独立飲食店舗)		
	ブランド名	
-	Crazy Crepes クレープクレープス	
-	Tokyo Milk Cheese Factory 東京ミルクチーズ工場	期間限定

First ever at Kansai outlets

Brands introduced for the first time to the Kansai area\*1 for a limited time or as a permanent store.



Restaurants introduced for the first time to Kansai area\*1 outlet facilities.

\*1) Kansai area: Osaka, Kyoto, Hyogo, Shiga, Nara, Wakayama

Brands relocated from existing areas due to the expansion with Phase Five are also included.

The Pavilion is not included in the store area and store numbers.

The information in this list is as of July 29, 2020. There are some participating stores that are not on this list.

**<Reference materials 2> Overview of the Rinku Premium Outlets®**

Location	3-28, Rinku Ourai Minami, Izumisano City, Osaka		
Scale	Existing areas	Phase Five	After Phase Five expansion
Open date	November 23, 2000	August 12, 2020	
Site area	Approx. 86,500 m <sup>2</sup>	Approx. 45,700 m <sup>2</sup>	Approx. 132,200 m <sup>2</sup>
Store area	Approx. 36,900 m <sup>2</sup> *After reduction of existing areas due to expansion	Approx. 13,200 m <sup>2</sup> *Excludes glamping facilities	Approx. 50,100 m <sup>2</sup>
Number of stores	Approx. 200 *After reduction of existing areas due to expansion	48 *Excludes glamping facilities	Approx. 250
Parking spaces	Approx. 2,900	Approx. 300	Approx. 3,200
Number of stories	Two	Two (Three in some areas)	
Transition of expansion	Phase Two expansion on March 8, 2002, Phase Three expansion on December 3, 2004 Phase Four expansion on July 12, 2012, Phase Five expansion on August 12, 2020		

Transportation	[By car] Approx. 2 km from the Izumisano South Exit, Hanshin Wangan Expressway Approx. 2 km from the Izumisano Exit, Kansai-Kuko Expressway [By train] Approx. 6-minute walk from the Nankai Line and JR Line Rinku Town Station
Business hours	10:00 a.m. to 8:00 p.m. (Differs according to season)
Holidays	Once a year (the third Thursday of February)
Website	<a href="https://www.premiumoutlets.co.jp/rinku/">https://www.premiumoutlets.co.jp/rinku/</a>



◆ Please view the link below for preventive measures being taken against COVID-19 and related requests to visiting customers.  
[https://www.premiumoutlets.co.jp/rinku/novel\\_coronavirus\\_2020.html](https://www.premiumoutlets.co.jp/rinku/novel_coronavirus_2020.html)

**[Mitsubishi Estate-Simon Co., Ltd.]**

We, at Mitsubishi Estate-Simon Co., Ltd., a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc., develop, own, and operate outlet malls in Japan as our main business. We currently operate Premium Outlet Centers at nine locations across Japan. We will continue to promote new ways of enjoying outlet malls beyond mere luxurious shopping. With the scheduled opening of glamping facilities at the completion of the fifth-phase expansion (summer 2020) at Rinku Premium Outlets (Osaka Prefecture), which has also entered its 20th year of operation, we will further increase the value of Premium Outlets.

Premium Outlets are also operated in the U.S., including Woodbury Common Premium Outlets in the suburbs of New York, Desert Hills Premium Outlets in the suburbs of Los Angeles and Waikale Premium Outlets in Honolulu, Hawaii, and other countries including South Korea, Canada, Mexico, Puerto Rico, Malaysia and Thailand.

\*PREMIUM OUTLET SHOPPING® and PREMIUM OUTLETS® are trademarks of Simon Property Group, Inc.