

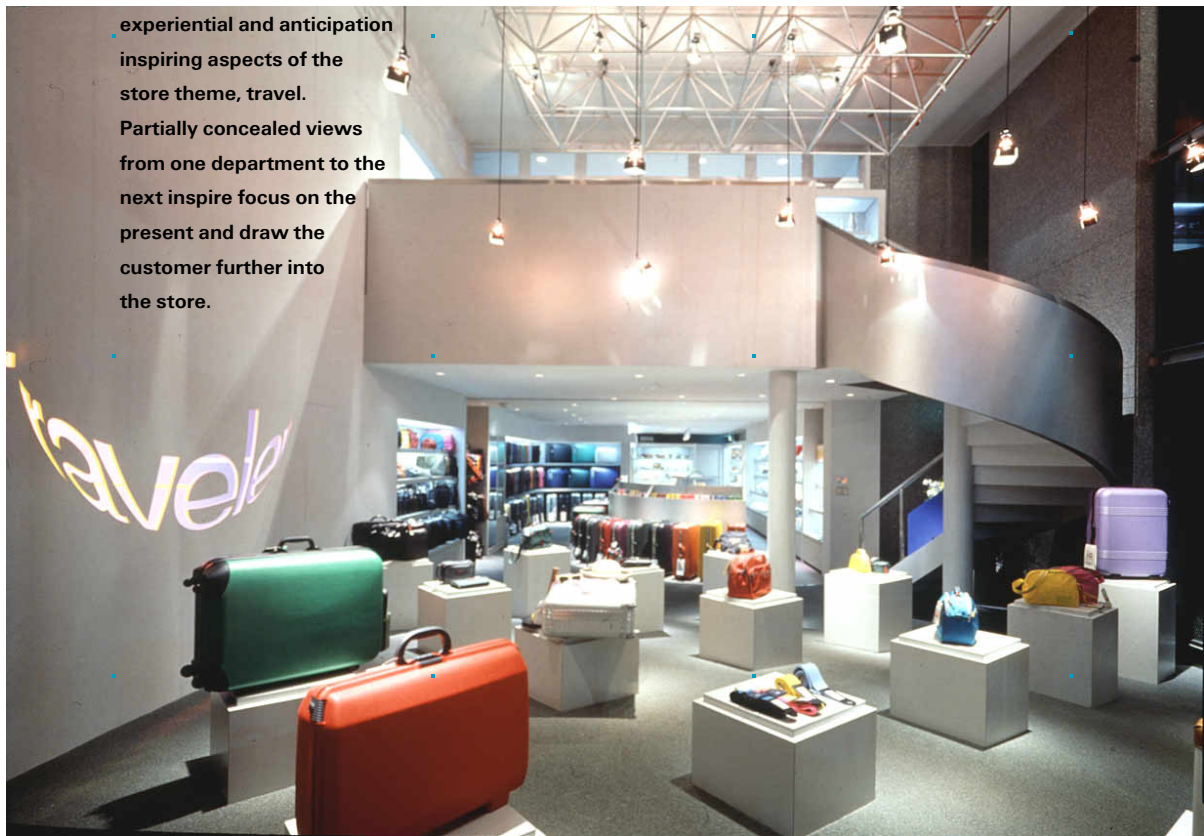
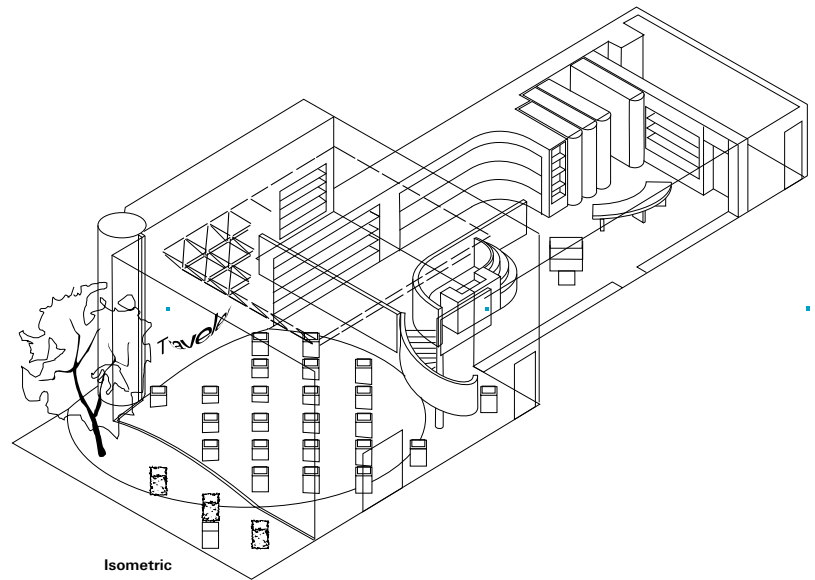
• **Traveler Tokyo SI**

Travel goods store and
souvenir showroom.

2400 sq. ft.

The prototype store opened
together with the public
introduction of the new CI.
Structurally and spatially,
the store expresses the

experiential and anticipation
inspiring aspects of the
store theme, travel.
Partially concealed views
from one department to the
next inspire focus on the
present and draw the
customer further into
the store.



A domed floor in the feature
product area, vivid colors on
rear surfaces, changes in floor
surfaces, fixtures and lighting
create the optimal
environment for each product
category and a unique
series of sensations.
The store received Chain Store
Age Executive's 1992 Retail
Store of the Year Award and is
featured in Shoten Kenchiku's
October 1992 issue.

