

Press Release for Immediate Distribution

February 17, 2024

An official shop for "Chiikawa" is opening in Shinsaibashi.
『**Chiikawaland Shinsaibashi Parco Store**』!!
Grand opening on March 1st, 2024 (Friday).



Kiddy Land Corporation (President: Takahiko Tsura, Headquarters: Chiyoda-ku, Tokyo) will be opening "Chiikawaland Shinsaibashi Parco Store" on the 6th floor of Shinsaibashi Parco on March 1st, 2024 (Friday).

"Chiikawa" is a character created by illustrator Nagano, initially introduced on X (formerly known as Twitter). Since December 2020, "Chiikawa" has been commercialized, with an official online store called "Chiikawa Market" launched, and the manga series previously posted on X has been compiled into books. Its unique worldview and story have attracted numerous fans, with over 2.95 million followers on X. Collaborative cafes, exhibitions, and even an anime broadcasted on "Mezamashi TV" (Fuji Television) have propelled it to become one of the most anticipated works.

The original Chiikawaland stores in Harajuku and Osaka Umeda, which opened simultaneously in August 2021, have been attracting many customers daily. In 2022, the Fukuoka Parco store opened in June, followed by the Kyoto Shijo Kawaramachi store in July. Additionally, in September, "Chiikawaland TOKYO Station" opened in Tokyo Station's Character Street. With the cooperation of Spiral Cute Corporation (Representative Director: Yoichi Kawakami, Headquarters: Chuo-ku, Tokyo), the 12th official Chiikawaland store, "Chiikawaland Shinsaibashi Parco Store," will open.

At "Chiikawaland Shinsaibashi Parco Store," we have prepared purchase incentives and commemorative stamps for our grand opening. We hope you will take this opportunity to visit us.

■detail URL:

Chiikawaland Shinsaibashi Parco Store

<https://chiikawa-info.jp/chiikawaland/shinsaibashi/>

Please continue to follow the official X account of "Chiikawaland" for further updates on new arrivals and more!

■The official X account for "Chiikawaland.":@chiikawa_land https://twitter.com/chiikawa_land

Purchase Incentives

① Customers who make purchases at "Chiikawaland Shinsaibashi Parco Store" will receive one complimentary "Hologram Sticker (not for sale)" per transaction! *Offer available while supplies last.



② Customers who make purchases at "Chiikawaland Shinsaibashi Parco Store" and spend ¥3,300 or more (including tax) will receive one complimentary "Megane Mofukeru Multi-Cloth (not for sale)" per transaction! *Offer available while supplies last.



③ Customers who make purchases at "Chiikawaland Shinsaibashi Parco Store" and spend ¥5,500 or more (including tax) will receive one complimentary "Tote Bag (not for sale)" per transaction! *Offer available while supplies last.



Opening Commemorative Items

※The opening commemorative items will also be available for purchase at "Chiikawa Market" (online store).

※Limited to one item per person per transaction.



Octopus Squid Hand Towel
2 types, each for 770 yen (tax included)

Octopus Squid Color Acrylic Keychain
4 types, each for 660 yen (tax included)



Octopus Squid Smartphone-sized Stickers
4 types, each for 330 yen (tax included)

Large Octopus Squid Tote Bag
2,970 yen (tax included)

Recommended Items

*Recommended items are also available at "Chiikawaland" stores, "Chiikawa Market" (online store), and other locations. Availability may vary depending on the product and store.

*Limited to one item per person per transaction.



Flying Squirrel Mascot
1,870 yen (tax included)



Plush Key Cover
6 types, each for 1,870 yen (tax included)



Transforming Hairband into a Bee Pattern
1,430 yen (tax included)



Droopy-Eared Rabbit Transforming Hairband
1,430 yen (tax included)

We also have commemorative stamps available for the grand opening!!

Additionally, at "Chiikawaland Shinsaibashi Parco Store," we have commemorative stamps set up for the grand opening!!



[Store Overview]

Store Name: "Chiikawaland Shinsaibashi Parco Store"

Floor Area (Total Area): Approximately 150.7㎡ / Approximately 45.59 tsubo

Opening Date: March 1, 2024 (Friday)

Address: 1-8-3 Shinsaibashi-Suji, Chuo-ku, Osaka-shi, Osaka 542-0085, Japan

Business Hours: 10:00 AM to 8:00 PM

Annual Holidays: Follows the holiday schedule of Shinsaibashi Parco

Business hours are subject to change. For more information, please visit our website.

Website: <https://shinsaibashi.parco.jp/>

"Chiikawa" is a manga series created by illustrator Nagano, originally posted on X (formerly Twitter). The story revolves around Chiikawa, a hardworking character, and his friends, including Hachiware and a rabbit, who have diverse personalities. It's a fun, touching, and sometimes intense tale of their daily lives.

The series has expanded into various merchandise, collaborative cafes, and corporate collaborations. Published by Kodansha, the book series "Chiikawa: Something Small and Cute" has released up to six volumes. Additionally, since April 2022, the TV anime "Chiikawa" has been airing on "Mezamashi TV" (Fuji Television Network)

©nagano / chiikawa committee

For inquiries regarding this matter, please contact the public relations office at Kiddyland Headquarters:

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