

## Zebra Japan KK

**Flying Tiger Copenhagen, established in Denmark, opens its flagship store in Omotesando, Tokyo. The brand aims to take Japan's market by storm together with its partner in Japan.**

In October 2013, Zebra Japan KK opened Flying Tiger Copenhagen, its flagship store in Omotesando, Tokyo for the miscellaneous goods chain brand established in Denmark. This is the second store for Zebra Japan, a joint venture between the Danish company Zebra A/S and a Japanese company, Sazaby League, following the opening of its first store in Americamura in Shinsaibashi, Osaka in the summer of 2012.

Tiger is a lifestyle and miscellaneous goods store developed by Zebra A/S in Copenhagen, Denmark. It opened its first store in 1995, where almost all items were sold for 10 Denmark Kroner (about ¥87 as of October 15, 2013). The brand name Tiger comes from the pronunciation of 10 Denmark Kroner (*tí'er*), which is similar to that for the word "tiger."



View of Omotesando store

### Offering curious items at bargain prices

A major feature of Tiger is their commitment to providing their customers with "items you can't help but want to show others" at bargain prices. The company's product line features a variety of products ranging from design and party goods with a definitive Northern European flair, to batteries and kitchenware. Store items change by season, the latest trends, and differ by store, and

are designed so that customers can make new discoveries when visiting one of Tiger's stores. The items, sold by the company, are produced in a limited quantity and replaced when they are sold out. There are 7,500 types of products each year.

Price-setting is also a major feature of the company. All items are between ¥100 and ¥2000, and are usually set at good, cut-off prices of ¥100 and ¥200. The company plans and designs its own line of products, and mass-produces items for each country's stores, which is the secret to its low prices. The company also employs a business model of "fast, miscellaneous goods" to hold down costs related to site locations and advertising. Zebra Japan CEO, Hirotake Yamamoto, talks about his expectations for Japanese customers: "A strong feature of our brand is a pleasant store environment featuring innovative Northern European designs where our customers can always discover new surprises when shopping or just browsing. I look forward to being able to provide our customers in Japan with the fun and exciting experience of our brand."



Store display

## Success Stories —Wholesale/Retail

### Reasons for expansion to the Japanese market

Since its foundation in 1991, Zebra A/S has seen smooth growth of the company and today has over 240 stores in 19 countries, mostly in Europe. In July 2011 Zebra A/S established its first store in Osaka, Japan, the first outside of Europe, to mark its advance into the global market. The founder of the Tiger brand, Lennart Lajboschitz, says that Zebra A/S selected Japan as its first foray into the global market after the Great East Japan Earthquake, rather than the larger markets of the United States or China, because "Japan's retail market has a large middle-income group, a considerable market scale, and is the most sophisticated in the world." He goes on to say, "We would like to bring back what we learned in Japan to the European market. Japanese consumers consider quality and design important, which is a common point with Denmark. This is why we did not consider anywhere other than Japan (for our first foray into the Asian market.)"

### Overcoming hardship to open its flagship store

To enter the Japanese market, Zebra A/S established an independent corporation in Japan and opened its first store in Shinsaibashi, Osaka in July 2012. However, after the shop opened the company was faced with extended shortages of stock due to a larger customer turnout than expected driving it to temporarily close the store for two days on the third day of its opening and then for more than a month in mid-August. The company has since improved its product supply system and business is back on track.

Based on their experiences, Zebra A/S keenly realized the necessity for a partner with business know-how in the Japanese market, and in July 2013, announced an alliance with Sazaby League, Ltd. to restart operations as Zebra Japan KK. In

October 2013, the company changed its brand name from "Tiger Copenhagen," which had been used as the brand name for the first store, to "Flying Tiger Copenhagen," in opening its flagship store in Omotesando, Tokyo, as the company considered the brand's future leap forward. The reason Zebra Japan KK chose Omotesando rather than other shopping areas in Tokyo such as Ginza or Shibuya, is Omotesando's allure as an area for young people who are well-attuned to the latest trends, and people that adhere to particular lifestyles. The company also says that with the number of fashionable and low-cost brands available in Omotesando, it would like to offer visitors who enjoy shopping there with the experience of its brand's global view. In the future, the company plans to expand its sales network to 50 stores throughout Japan, mainly as street-level stores and stores in commercial facilities, and train station buildings.



Opening ceremony

### JETRO's support

In setting up the base in Osaka, JETRO provided a range of services such as consultations with expert advisors in the fields of company taxes and social insurance. JETRO also helped the company with obtaining resident qualification, opening a bank account, finding locations for its office and store in Osaka and arranging coverage by newspapers. Lajboschitz says "We are extremely grateful for JETRO's support."

(November 2013)

## Corporate history

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- 1991 Zebra A/S established
- 1995 First store, Tiger, opened in Copenhagen
- 2011 Zebra Japan KK established
- 2012 "Tiger Copenhagen Americamura Store" opened in Osaka as Zebra Japan's first store.
- Oct. 2013 Brand name changed to "Flying Tiger Copenhagen." Flagship store opened in Omotesando, Tokyo

## Zebra Japan KK

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- Establishment: July 2011
- Business : Import and sales of food, household, and makeup products, toys, and miscellaneous goods.
- Parent Company: Zebra A/S (Denmark), Sazaby League (Japan)
- Address : 2-22-16 Jingumae, Shibuya-ku, Tokyo, Japan
- URL (English) : <http://www.tigerstores.co.uk/>