The Development of Department Stores with Bride’s Outfit: 1912-1926

FUJIOKA Rika

Department store was the first modern retailer in Japan. With the growth of modern cities and the industrial development, the department store had innovated retail management. One major innovation was the diversification of their merchandise. Japanese department stores diversified their merchandise after they incorporated the new display format into their converted sales areas. They aimed to expand the range of their merchandise to the extent that they could be ‘one-stop shops’. In this way department stores developed their sales techniques, and expanded the size of their individual stores’ sales areas, their number of stores, and their target market to include a broader, middle economic class of consumer. This study shed light on the role of bride’s outfit in expanded retail market between 1912 and 1926, through the investigation of cases of Mitsukoshi and Takashimaya, which were popular department stores at the time.

Mitsukoshi launched the list of bride’s outfit which covered the goods for the newlywed couple. This suggested affordable bride’s outfit that customer could buy their new life and which met the traditional bride’s rule. There were three-tier price ranges which was 1000 yen, 2000 yen, 3500 yen, according to their budget. Also department stores showed the bride’s outfit of celebrities at their point of sales and then attracted customers who wanted followed the celebrities. That was the marketing strategies of department stores and certainly contributed to increase their sales. The bride’s outfit was the crucial role to expand the merchandise of department stores and to increase the sales of department stores.

Key words: Department store, Wedding, Bride’s outfit, one-stop shops, Mitsukoshi, Takashimaya