

PININFARINA DESIGNS RAKUTEN MOBILE'S NEW CONCEPT STORE IN SHIBUYA

A one-of-a-kind three-story shop conceived at the intersection of Pininfarina's competencies in architecture and customer experience design

Turin, May 27 2020 – Pininfarina unveils the design of a new concept store for **Rakuten Mobile, Inc.**, Japan's newest mobile carrier, that opened on May 16 in the popular shopping and entertainment area of **Shibuya, Tokyo**.

Pininfarina – owned by the global technology giant Tech Mahindra Ltd. – through the application of its multidisciplinary capabilities in **architecture** and **customer experience** to the **retail industry**, gave shape to a **one-of-a-kind three-story shop** that drives **brand values** and **desirability**. A kaleidoscopic sequence of **interconnected spaces** allows for **different journeys** as customers move through the space, creating a **unique interior experience** that is full of life and energy.

Tech Mahindra Ltd. is a leading provider of digital transformation, consulting and business reengineering services and solutions. Tech Mahindra and Rakuten Mobile have a long-standing partnership across telecom networks services, and that is where **Pininfarina** was engaged in the **Retail Store Design**. The Pininfarina design starts from a triangular generative and modular element, which exists throughout the entire space, from the graphic of the wallpaper, to the shape of the sitting area and the wood cladding. The triangle represents a simple connective network: starting from the logo, it replicates and connects to itself, similarly to what happens within social communities.

Rakuten Mobile's branding is also visible in other details: from the patterned wallpapers to the smartphone ▶



holders. The space fosters natural interactions, allowing physical and digital engagement to coexist while generating tailored experiences and facilitating access to digital services.

The use of the color magenta generates an energizing atmosphere in which technology merges with light and natural elements; the use of natural wood and bamboo, for example, makes the store feel in tune with nature.

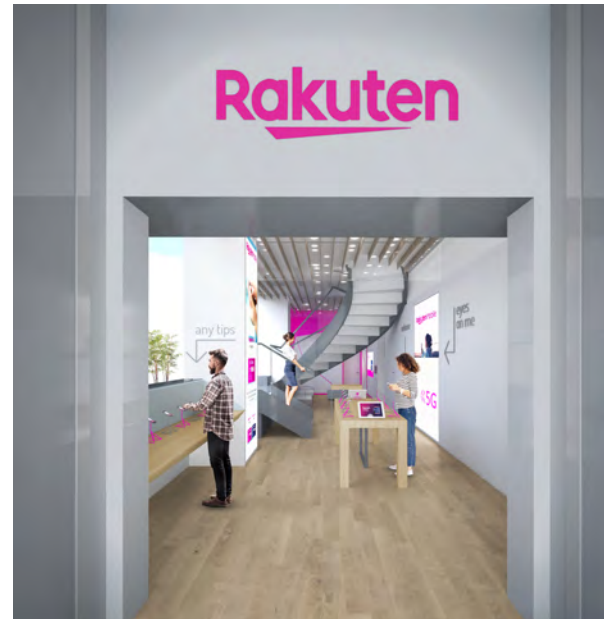
The first floor is dedicated to the customers' engagement and the display of smartphones and other devices. Customers can freely browse, or be assisted at the reception desk or while sitting in a comfortable lounge.

The second floor is dedicated to product and service purchasing. The design is targeted at new generations, therefore customers are engaged while sitting on a linear sofa, maximizing direct and friendly connection with the store operators.

The third floor is dedicated to brand enhancement, allowing premium customers to experience new

products and technologies first-hand, in an ever-changing environment and/or to pick up items purchased online. A coffee area is also available, providing a place for visitors to pause and rest.

As a final note, Pininfarina has worked to digitalize all marketing and communication materials, relying on interactive, immersive wall displays. ▲



About Rakuten Mobile

Rakuten Mobile, Inc. is a Rakuten Group company responsible for mobile communications, including mobile network operator (MNO) and mobile virtual network operator (MVNO) businesses, as well as ICT and energy. Through continuous innovation and

the deployment of advanced technology, Rakuten Mobile aims to redefine expectations in the mobile communications industry in order to provide appealing and convenient services that respond to diverse customer needs.

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