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JACK&MARIE: Japan's First Car-Oriented Lifestyle Shop Debuts



AUTOBACS SEVEN Co., Ltd. (Representative Director and CEO: Kiomi Kobayashi) announces the launch of JACK&MARIE, Japan's first car-oriented lifestyle shop.

Under the AUTOBACS Group's management philosophy—which states that AUTOBACS is always committed to helping customers derive maximum benefit from their Car life, and to creating a healthy, wholesome and affluent automotive society—the Group aims to become a partner with which customers can consult regarding anything about cars; including car accessories and related merchandise, car sales and purchases, statutory safety inspections and maintenance services. The state of automotive society is changing with the times. Consumer attitudes and values with regard to cars are diversifying, and shifting from “car ownership” towards “car usage.”

Under these environmental conditions, but with its focus remaining fixed firmly on cars and car-related services, the Group is now proposing new car-oriented lifestyles in the form of a new shop brand, which is different from existing AUTOBACS Stores. JACK&MARIE is Japan's first car-centered lifestyle shop and product brand. With JACK&MARIE, the Group plans to open up the lifestyle market, which is showing significant growth in recent years.

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The key concept of the brand is the Café×Nature×Car lifestyle, which is passionately loved by a couple called Jack and Marie who are imaginary characters for this brand. Based around this core concept, the brand proposes the following five exciting lifestyle situations for customers who enjoy outdoor life: packing, loading, no compromise even while on the move, camping out in the car, and campsite café style.

• Packing

Outdoor life begins from the evening before the trip: switching your mind over to holiday mode and packing only the essential items that you really need, as you fantasize about the next day. If you care about fashion and style, then perhaps also paying attention to the use of color inside the luggage box. Of course, you mustn't forget the excitement that you felt as a child, on the night before a big trip.

• Loading

Early in the morning, you load the luggage that you've prepared into your beloved ride. Things that you will use right away go on top, things that you will use later go underneath. When you've finished loading everything, without leaving any dead spaces or gaps in-between items, the photogenic beauty gives you a happy sense of achievement that engulfs and enwraps you.

• No Compromise, Even While on the Move

Until you arrive at your destination, the inside of your car is your own private space all to yourself. The customized interior of your car—with your favorite fragrances and fabrics—is just like a mobile living room.

• Camping Out in the Car

You move at your own pace and sleep wherever you like. For camping out in the car, creating a comfortable in-car space is essential. Why not take a few cushions and blankets with you in your car as you set out to explore new places you've never seen before.

• Campsite Café Style

Pitch your tent, spread out your tarpaulin and set out your chairs, and your own private café is born. A cup of coffee made using your own particular equipment amidst the natural surroundings of the great outdoors tastes especially delicious. Enjoy relaxing in your café-like natural space.



[Chill out design]

JACK&MARIE will sell original brand goods to match three separate tastes: café, surf & denim and army style.

The brand plans to begin selling its merchandise via online sites from around early June, and is also planning to open stores in malls and other commercial shopping facilities with select fashion stores and lifestyle shops. Further details will be announced as opening and/or sales launch dates are determined.

In addition, the brand will also engage in new methods of communication, such as in shaping its brand image via the SNS photo application Instagram, and expanding its fanbase through the adoption of a brand ambassador scheme.

Stay tuned for future developments from JACK&MARIE.



ジャックアンドマリー 公式Instagram

JACK & MARIE

GO FOR A RIDE

OFFICIAL Instagram



@jackandmarie_official

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