New, New, Old World of Japan

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What’s Up in Japanese Marketing 2016?

Smart Phones, SNS, Instagram, are “for everybody”

Industry 4.0; IoT, Very advanced

E-commerce continue to increase, while department stores are struggling

Tourists exploding

Uberization not in. Uber-like operation by major taxi companies, instead.
After yesterday’s sessions, 
You must be FULL with

Digital  
VR  
AI  
Industry 4.0  
I to T  
3D Printing  
SNS

Innovation  
Change  
Disruption  
Speed  
Exponential  
Challenge  
On Demand
The Other Side of A Coin
Slow, Deep, Long-lasting

“Hi-End Consumers Today Focus No Longer On Fashion But On **Art and Culture**”

（Mr. Akira Ohnishi, CEO of Mitsukoshi-Isetan Holdings）
Hi-End Consumers Today

Making Your Closet “Rue de Faubourg Saint-Honore”

↓

Making Your Living Room / Dining Room “A Museum”
The Other Side of A Coin
Slow, Deep, Long-lasting

Consumption
Of
Aesthetic Value

“Beautiful”, ”Elegant”, ”Simple”
Aesthetic Value

- Timeless
- Priceless
- Borderless
Examples
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Supply-side, A Big Problem

Hidden rare metals, with some dying out
Not economically justified nor sustainable
Needs some form of re-invention
   1. Jumping out of a box
   2. (Borderless) Collaboration
   3. Digital technologies
3 Challenges

- Vertical: Passing a Baton
- Horizontal: Energizing Artisan Community
- Into the Root: Exploiting Zen Spirit
  Simple; Invisible; “Mad”
Case 1: Hoso-o
Mr. Masataka Hoso-o
12th generation of Hoso-o, Nishijin Textile House est. 1688
Dream or die
With Mr. Peter Marino
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Dream or die
Case 2: Nakagawa
Mr. Kiyotsugu & Shuji Nakagawa
Hi-end Wooden Bucket Artisan
2nd and 3rd generation of Nakagawa Wooden Works
Dream or die
Dream or die
Art is NOT only for the wealthy. Making Public Space a Museum
What customers buy

- Excellent unique product and experience
- Passion and goodwill
- Stories
- Reputation and praise
- Sense of “Living together with...”
Thanks

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