

Firmen- und Sachindex

1 to 10 Design 156

10-gruppen 194

A | ABC Cooking Studio 141

Acceleratio Capital N. V. 44

Across (Magazin) 111

Ad:Tech Tôkyô 39, 40

ADFEST 225

ADRA 222

Advertimes 134, 165

Afternoon Tea 109

Airism 88, 89, 240

AKB 48 97, 106

AKS Co., Ltd. 99

Aldi Süd 29

Anholt-GfK Nation Brand Index 44

Apparel web 53

Apple Inc. 111

Asoko 42

Ästhetik 11, 13, 76, 111, 176, 241,
245

B | BALS Corporation 110

Bauhaus 79

Beat Communication 53

BicQlo 231 ff.

Bic Camera 37, 231 ff., 250

Bikkuro-tan 234

Black Corporation Projekt 129

Brain 122, 208

BrandLand Japan 31, 49 ff.

BS-Fuji 53

C | Café&Meal MUJI 83, 148, 184

CanDo 42

Cerberus Asia Capital Management
107

chindon'ya 234

Circle K 85

Comexposium 39

Comme Ça Du Mode 110

Comme Ça Ism 110

Compact Life 119, 145, 206

Competitive Identity 44, 47, 123,

Consumer Generated Media (CGM)
57

Cool Japan 14, 15, 24, 53, 143, 256

Corporate Identity 66, 82

Corporate Image 15, 61

cosmopolitan consumption 55

country of origin-Effekt 46

Creative Life Store 43

Criteo 139

Culture Generation Japan 53

Culture Vision Tokyo 208

D | Daisô 42, 43, 115, 244

Dentsû 121, 135, 209, 223, 257

Depachika 41

department store 40

Depâto 21

dmg events 40

DNP Art Communication Verlag
120

Don Quijote 42

Downstream Marketing 67

E | eBoy 224

E-Commerce 137, 139

Edutainment 25, 96

Eigenmarke 13, 17

Ein-Euro-Geschäft 42

Einfachheit 13, 103, 104, 107, 176,
204, 207, 265

Engine Film 156

F | Fake News 46

FamilyMart Co., Ltd. 84

Fantastic Plastic Machine 142

FIVE FOXes Co., Ltd. 110

form follows function 79

Found MUJI 84, 175, 240

Foursquare 144

Francfranc 110

Funktionalität 13, 238, 239

G | GAP 99

Gesellschaft für Konsumforschung
13, 44

going concern 100

Grameen Uniqlo 93, 214

GU 86, 240

H | H&M 99, 136, 240

Hara Design Institute 81

hard-selling 61

Heattech 88, 89, 212, 214, 217, 235,
238

Hundert-Yen-Shop 42

Hyakkin 42

Hybridisierung 18, 255

I | Idea Magazin 120

IDEA Park 57, 80

IDÉE 83, 85, 240

Imagebildung 11, 31, 121, 184, 214

iMedia 39

Influencer 70, 71

Interbrand 251

Internationalisierung 54, 186

IoT (Internet of Things) 138

Ipsos SA 44

Isetan 40

It's demo 109

Iyashi 68

J | Japan Brand Festival 53

Japan Platform 162, 163

Japanizität 13, 246

JEN 218, 219

JICA 220

JTQ Inc. 208, 209

K | kaishagramm 12, 23, 237

Kangaeru Hito (Zeitschrift) 205,
217, 235

Kantar 44

Katastrophen-Utopie (sagai yûto-
pia) 220

Kathedralen des Konsums 41

Kaufhaus 11, 22, 23, 25, 66, 80, 83,
102, 109, 111

keitai denwa 139, 140

KIITO 174, 180

Kikkôman 55, 57, 58, 60

Konsumismus 68, 113
 Konsumklima 62, 64
 Konsumkultur 11, 19, 21, 29, 55,
 115, 244
 Konsumpraxis 41, 75, 105, 119, 242
 korean wave 49
 Kosmopolitisierung 54
 Kuchikomi 57, 142
 Kûneru 113
 kyûrai-gata no kigyô 112, 243

L | Le Plus 42
 Life Coordinate Shop 43
 Lifestyle-Unternehmen 106, 107,
 243
 LifeWear 194, 195, 196, 197, 203
 LifeWear Story 100 206
 Local Nippon 180, 181
 LoFt 23, 42, 43, 70, 75, 109
 Loftwork Inc. 53
 Logo 36, 41, 58, 75, 104, 159, 167,
 190, 210, 230
 Lookbook 202
 Luxusmarke 41

M | Marke 27
 Markenallianz 233, 248
 Markenbild 29, 123
 Markenidentität 16, 238
 Markeninszenierung 11, 13, 16, 18,
 19, 21, 237, 245
 Markennarrativ 11, 12, 241, 245
 METI 15, 50, 51, 53
 Micro Consideration 77, 219
 Mitsukoshi 40, 231, 232
 Momo Kaki Waisenfond 216
 Monozukuri Community 79
 More Than Project 53

Muji Laboratory for Living 141,
 168, 173, 174
 Muji-Hotel 14
 Mujirushi no hon 75, 77
 My News Japan 128, 245

N | nabakari tenchô 132
 Nagasakiya Co. Ltd. 107
 nation branding 14, 44, 49
 Natural Kitchen 42
 NBI 44
 Neuer Akademismus 116
 Nielsen Holdings N. V. 44
 Nikkei Advertising Research Insti-
 tute 56, 66
 Nikkei Design 116, 117, 241
 Nikkei, Inc. 116
 Nippon Quest 53
 no frills 173

O | o-miyage 41

P | Parco 77, 111, 114, 115, 188,
 243
 Party Inc. 155
 PHP Institut 256
 Plus Arts 165, 166
 Premarketing 63
 Public Diplomacy 45

Q | Qualität 13, 24, 40, 42, 46, 88,
 91, 117, 154, 161, 167, 175,
 185, 203, 238

R | raifusutairu kigyô 107, 110,
 243
 Reputationsagent 15
 Revamp Corporation 53
 Rhizomatiks 156

Role of Brand Index (RBI) 251

Ryohin-Keikaku Reliance India Private Limited 85

S | S2 Factory 224

SACOM 136

Sazaby League Ltd. 109

Schwarze Firma (burakku kigyô/burakku kaisha) 129

Seikatsu 42

Seikatsusha 75, 129

Seiyû 76

Selbstsuche (jibun sagashi) 116

Sendenkaigi Co., Ltd. 122

Seria 42

Shimamura 99, 106, 113

Sicherheitsmythos (anshin shinwa) 68, 257

Simple-Tribe (shinpuru-zoku) 112, 115, 243

Simplizität 13, 24, 91, 107, 113, 239

Simplizitätstrend 107

Soft Power 14, 24, 44, 47, 48, 250, 255

SPA (Specialty Store Retailer of Private-Label Apparel) 90

Sunkus 85, 240

Swarm (App)144

T | Takashimaya 40

Tencent 39, 126

Tenzen Seikatsu 113

Test Marketing-Projekt 53

Tha Ltd. 211, 212

The Loft Co., Ltd. 109

The Myanmar Dilemma-Report 46, 136

The Strippers 223

The Wonder 500 53, 54

Tôkyû Hands 42, 43

Toppan Insatsu 49

Toray Industries Inc. 88

Tôyô Keizai Inc. 130

Travel Mine Japan 53, 54

Trump-Effekt 45

U | Uniqlo Core Partner Factory List 136

Uniqlo Creative 92

Uniqlo Recovery Assistance Project 221

Uniqlock 142, 143

Unternehmensbild 12, 17, 18, 31, 58, 66, 237

Unternehmensbranding 40

Unternehmensidentität 12, 15, 17, 65, 67, 239

Unternehmensimage 15, 61, 67

Unternehmens-Michelin (kigyô mishuran) 129

Unternehmensnarrativ 11

Unternehmenswerbung (kigyô kôkoku) 57, 118, 129, 244

UNY Group Holdings Co., Ltd. 84

Upstream Marketing 67

Urban Renaissance Agency 169, 195

ushinawareta jû-nen 67

ushinawareta ni-jûnen 68

UUUM Co., Ltd 71

V | variety store 42

Virtualisierung des Konsums 16, 18

W | wafû shikô 114

Wal-Mart Stores Inc. 76

Wanima 60

Watashi no Heya 113

Wertanstieg, soziokultureller 14, 15

wettbewerbsfähige Identität 45

Wieden + Kennedy 90, 91

World Trial-Projekt 53

Y | yunibare 90

Yutori no Kûkan 108

Z | ZARA 99, 106

