ESTELLE HOLDINGS CO.,LTD.

company guide

Greetings from the President

Representative and President
Masashi Maruyama

~Returning to our own identity~

History has experienced various undulations.
Whenever our social condition and economic status were caught into the whirlpool, the various changes have been planned and implemented accordingly.
Today, we are not free from the difficulties and turmoil of global scale. Under those circumstances, how we, as creators and merchants, should think?
We strongly believe that we should reform our consciousness, and find a new “Style”.

The most important thing is “returning to our own identity”, better saying, the reconfirmation of the “core values and fundamentals”.
Our mission is to provide dream and impress our customers through two main pillars.
First: Appreciation. To have sympathy and fondness to people and goods.
Second: Challenging spirit. As creator, to have a strong will to keep searching something new.

And we believe “consideration” and “honesty” are at the bottom of these two pillars. That the humble and sincere relations with our clients and partners are our company’s starting point and the foundation of trust.

Considering the bonds with our customers and under our basic principles “thoughtfulness, honesty and trust”, we aim for proposing total fashion, contributing to create a spiritually rich life style.

Corporate Outline

1) Company Name　ESTELLE HOLDINGS CO., LTD.

2) Description of Business
- Importing gemstones (including rough stones)
- Manufacturing jewelry/precious metal products
- Marketing jewelry products at directly-managed chain stores
- Wholesale business of gemstones and jewelry products

3) Foundation　April 1954

4) Establishment　March 1959

5) Capital　1,571 Million Yen (US$11.38M)

6) Turnover (as of March 2024)　31,699 Million Yen (US$222.69M)

US$1=138.Yen

7) Board Members (as of Jun 2024)

Representative and President	Masashi	Maruyama
Executive Managing Director	Katsuyoshi	Hirano
Director	Shiro	Sano
Director	Mototaka	Mori
Director	Takashi	Ono
Director	Tatsuharu	Yokouchi
Director(External)	Riei	Saito
Director (External)	Atsunori	Shirakawa
Director (External)	Tsunekazu	Umeda
Auditor	Akira	Takatsuka
Auditor(External)	Tadao	Suzuki
Auditor(External)	Tetsuji	Tanami

8) Number of Employees　Total 2,836 (Total of all group companies, as of March 2024)

9) Office Information

Head Office :　6F JRE Ginza 1 chome East Bldg.,
1-19-7 Ginza, Chuo-ku, Tokyo 104-0061 Japan
https: /www.estelle.co.jp/

Kofu Office : (Product Operation)　5-2-25 Chuo, Kofu-City, Yamanashi, Japan

Nagoya Office:　10F Shirakawa No6 Bldg,
2-18-5 Nishiki, Naka-ku, Nagoya, Aichi , Japan

10) Number of stores

Japan:　452 stores (Total of all group companies, as of March 2024)

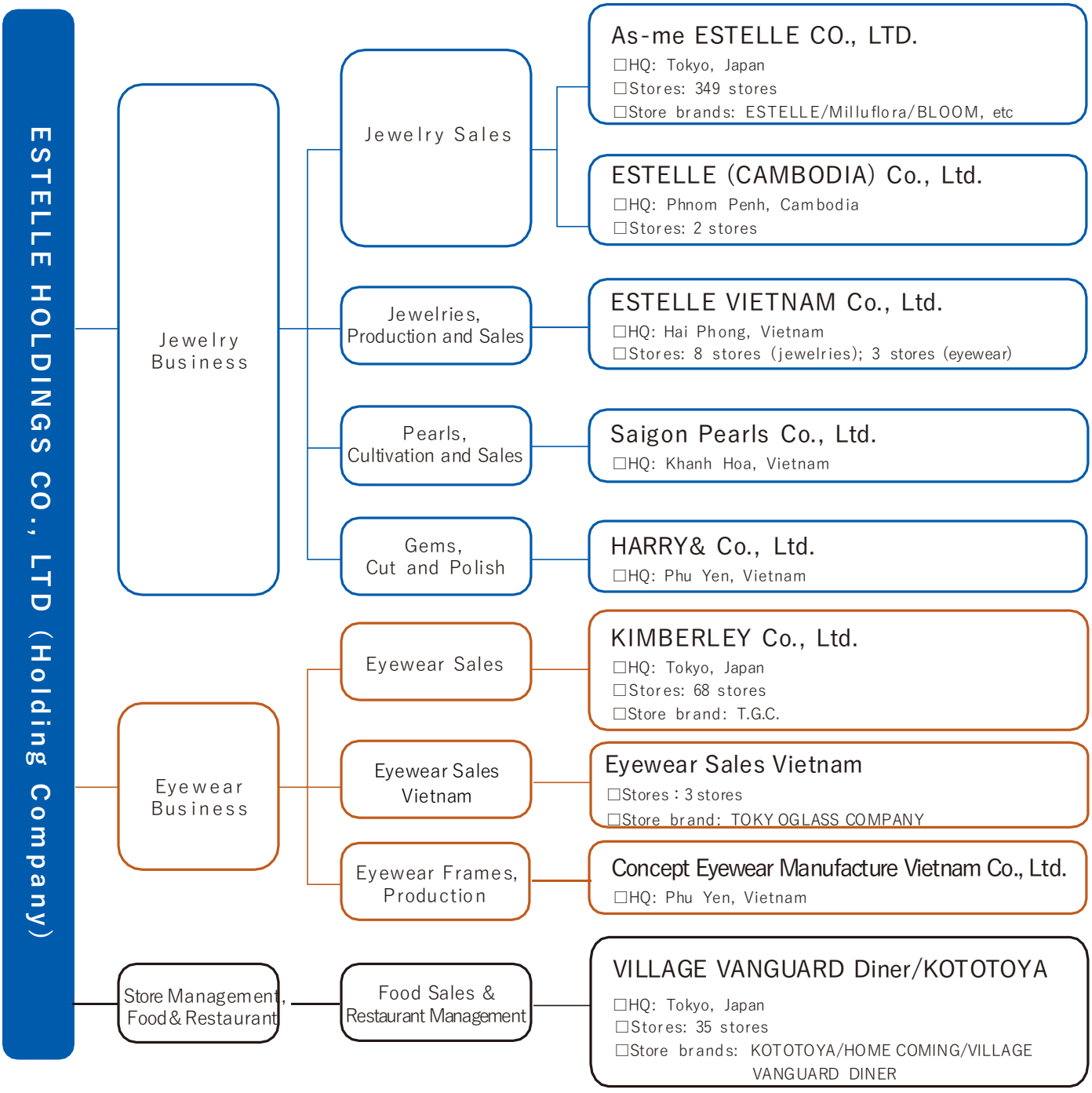
Overseas:

Vietnam	11stores	Hanoi, Ho Chi Minh City, Hai Phong
Cambodia	2 stores	Phnom Penh

Strong network builds Strong relationship with our Clients

Even though our relation starts from a small gemstone, we wish to keep a strong tie and share our dreams with our clients.
We, ESTELLE HOLDINGS consider like this.
A balanced and strong organizational skill is build up, knowing that we can manage our company because of our clients; considering that our sales department is supported by the manufacturing division and managing section.
This is the “manufacturing and sales integrated system” of ESTELLE HOLDINGS.

■ Main Organization Structure of ESTELLE HOLDINGS Group (as of June, 2024)



History

April	1954	H.Maruyama, (Chairman) has founded gemstone polishing business at Saku city, Nagano Prefecture.
March	1959	H.Maruyama has established “Shinsyu Jewelry Company Limited” at Asakusa, Taito-Ku, Tokyo, Japan, accompanied the Tokyo Factory at the same premise.
October	1989	Renamed the Company as ESTELLE.
April	1996	KIMBERLEY Co.,Ltd. has established.
February	1997	Registered own stock at Japan Securities Dealers Association.
December	2000	Established ESTELLE VIETNAM Co.,Ltd. in Vietnam.
July	2001	Established Saigon Pearls Co.,Ltd. in Vietnam.
December	2004	Listed our stock on JASDAQ.
October	2006	Established Saigon Optical Co.,Ltd. in Vietnam.
October	2009	ESTELLE CO., LTD. merged AZUMI Co., Ltd. (previously named Tsurukame Corporation) and renamed to As-me ESTELLE CO., LTD.
October	2010	Opened Kofu Office, Head Office of the Product group.
November	2010	Moved the company Head Office to Toranomon, Minato-ku, Tokyo.
December	2011	Launched As-me ESTELLE overseas retail operations The First Flag Shop in Vietnam (Hanoi, Long Bien Shop) The First Pearl specialized Shop in Nha Trang, Vietnam
May	2013	Acquisition of BLOOM group.
November	2013	Transferred listing market from JASDAQ to 2nd section of Tokyo Stock Exchange.
April	2014	First Flag Shop in Cambodia (Phnom Penh)
December	2014	Transferred listing market from 2nd section to 1st section of Tokyo Stock Exchange.
April	2017	Established HARRY&Co.,Ltd. in Vietnam
June	2017	Our subsidiary company, VILLAGE VANGUARD PLACE Co., Ltd started food sales and restaurant business
March	2018	Melded BLOOM Co.,Ltd.
March	2018	Established Concept Eyewear Manufacture Vietnam Co.,Ltd. in Vietnam
October	2018	Changed to holding company structure. Company name was changed to ESTELLE HOLDINGS CO., LTD. Jewelry sales business is continued by a split company, As-me ESTELLE CO., LTD.
March	2021	Acquisition of VILLAGE VANGUARD PLACE Co.,Ltd.

Jewelries, accessories, food and variety stores are based throughout Japan.

As-me ESTELLE runs jewelry chain stores in Japan, Vietnam and Cambodia. Each store is local-based and we aim to satisfy our customers coordinating perfect matching jewelries.

ESTELLE

Millefiora

CUKE

Mont RonD

MISS MONT ROND

Veramore di nucleo

BLOOM®

ACCESSORIES BLOSSOM

GOODNESS

Fashion Accessories

CREST

Stores of apparel items, mainly hats

T.G.C. Tokyo Glass Company

Change your glasses and change yourself
Managed by : Kimberley Co., Ltd.
59 stores (as of Mar 2019)

Cosmetics

Tamahana

"Natural Skin is the most beautiful jewelry"

is our concept. Using our experience of jewelry business, we have created our own skin care items with pearl components.

Food Sales & Restaurant Management

VILLAGE VANGUARD DINER

As the pioneer store brand of gourmet burger, we aim to pursue elaborate dishes with best materials.

ことと by HOME COMING

We choose for you, exclusive food items from all over Japan that reflect strong mind of the producer.

“ESTELLE” in Vietnam

AEON MALL Long Bien
Hanoi City

Vincom Center Pham Ngoc Thach
Hanoi City

Vincom Mega Mall Royal City
Hanoi City

AEON MALL Tan Phu Celadon
Ho Chi Minh City

AEON MALL Hai Phong
Hai Phong City

THISO MALL SALA
Ho Chi Minh City

"BLOOM" in Vietnam

Saigon Centre Takashimaya
Ho Chi Minh City

AEON MALL Ha Dong
Hanoi City

"TOKYO GLASS COMPANY" in Vietnam

AEON MALL Ha Dong
Hanoi

AEON MALL Hai Phong
Hai Phong City

"ESTELLE" in Cambodia

AEON MALL Phnom Penh
Phnom Penh City

AEON MALL Sen Sok City
Phnom Penh City

Our own directly-managed factories:

Our group is proud of our “manufacturing and sales integrated system”.
High quality products will arrive to our clients in a reasonable price.

ESTELLE VIETNAM Co., Ltd.

Jewelry manufacturing is the main role. Our skilled craftsmen create products of reliable quality.

Saigon Pearls Co., Ltd.

One of the biggest Pearl Oyster farm in the world.

HARRY& Co., Ltd.

Cut and polishing factory specialized to precious/semiprecious stones.

Concept Eyewear Manufacture Vietnam Co., Ltd.

Production of eyewear frames.