



Inclusive Fashion Store Staffed by Hearing-Impaired Employees



OFF is for breaking through all barriers.

Our goal is to support everyone in being themselves through fashion.
And OFF STORE is a place where diverse people connect with each other to search, find, and enjoy sustainable fashion.

We believe in the limitless possibilities and the power of fashion.
Regardless of disability, age, or gender, we continue to expand the circle of excitement and circulation, with customers and staff breaking through all barriers.

VOICE

OFF STORE S-PAL Yamagata Becomes an Inclusive Store, Every Person Shining in Their Own Way

Off STORE, operated by special-purpose subsidiary WeOur, provides sample products and out-of-season items from the and ST HD Group at reasonable prices, delivering these goods to customers and avoiding waste.

The S-PAL Yamagata store is an inclusive store staffed by hearing-impaired employees. The store features operations and a variety of innovations for both workers and patrons.

Miyakawa When we opened the store, we put all staff through training to learn the basics of customer service from the ground up. Many of the staff had no experience in customer service and struggled initially. Today, we are running day-to-day operations with the support of managers.

Wabiko I wear a name tag that indicates I am hearing impaired. I am able to communicate smoothly with customers by using a smartphone app that converts voice to text. Sometimes I have trouble hearing speech, but staff nearby will follow up with me so I can serve customers with confidence.

Miyakawa: I think we have created a comfortable working environment by using communication tools effectively.

For example, we have a pointing board in front of the cash register with all of the necessary information, including how to register for the and ST app. These tools allow us to interact with customers confidently, and the tools have been well regarded by customers for having a clear user interface.

Wabiko The pointing board was created by store staff in preparation for the opening, discussed and improved among ourselves. Understanding each other's situations and concerns, as well as communicating through daily greetings and other methods, has led to a supportive environment and interpersonal relationships.



Miyakawa We have been open for almost a year now, and we want to continue to be a comfortable space for local customers and employees. To this end, we strive to create an environment in which everyone can work comfortably, asking for feedback from the staff and doing what we must, one step at a time.

Wabiko I want us to continue being a store that customers enjoy visiting. We are committed to improving our skills to meet customer expectations and provide a safe and enjoyable shopping space. And as a model store for diverse work styles, we would be happy to expand the circle of excitement and empathy, spreading the joy of fashion toward the creation of inclusive societies.



Store Staff
Misaki Wabiko

Store Manager
Shunpei Miyakawa