



Pan Pacific International Holdings Co., Ltd.

Don Quijote Co., Ltd.

February 10, 2026

The fourth store in Kagawa Prefecture! A vibrant shopping destination loved

By locals and popular with domestic and international tourists alike.



## 「Don Quijote Yashima store」



Don Quijote Co., Ltd. (Head Office: Tokyo; President and Representative Director: Kosuke Suzuki) will open “Don Quijote Yashima Store” (Takamatsu City, Kagawa Prefecture) on Tuesday, March 3, 2026. Marking the company’s fourth location in Kagawa Prefecture, the new store is located at the foot of Yashima, a historical sightseeing destination known for its cultural landmarks and natural monuments.

Under the concept of “A Donki loved by locals and surprising to travelers,” the store will integrate community-based retail with growing tourism demand, offering a shopping experience that serves both residents and visitors alike.



### ■ The store design is to resemble [the Genpei War] and the overwhelming selection of products to attract tourists.

The store’s interior is decorated with stately decorations inspired by [the Genpei War] a symbol of Yashima, creating a world full of historical atmosphere. As the opening day, March 3rd, is also the birthday of the official mascot “Donko,” the store’s original “Donko” dressed in armor has been designed throughout the store. “Donpen” will also appear dressed in armor, creating a space that inbound customers with a strong interest in Japanese culture can enjoy. The approximately 2,600m<sup>2</sup> sales floor pursues Don Quijote’s original strengths of overwhelming product selection and low prices, while also attract tourist demand on purchasing souvenirs. The store will provide new excitement for tourists while staying close to the daily life of the local community, and welcome many customers from both Japan and abroad.

### ■ Donki’s first “Work wear Corner” in the prefecture and a regional collaboration T-shirt

To meet the diverse work needs of the area around Takamatsu Port, one of Kagawa Prefecture’s leading logistics hubs, and the surrounding areas, the store has set up a “work wear corner,” the first of its kind in the prefecture. The store will also offering exclusive Yashima store-limited collaborative T-shirts featuring iconic local characters such as Mana-yan, Yanpon-tan, and Udon-no from the New Yashima Aquarium. These rare items, available only here, are unique and can be enjoyed by a wide range of people, from tourists to locals.

### ■ Opening celebration! Majica members only gift campaign

To celebrate the opening, there will be a giveaway of Yashima store-exclusive Donpen merchandise to majica members on a first-come, first-served basis.

<First round: March 3rd to 8th> The first 2,000 people to spend 2,000 yen or more (tax included) will receive an original sticker.

<Second round: March 9th to 15th> The first 2,000 people to spend 2,000 yen or more (tax included) will receive an original tin badge (7 types, chosen randomly).



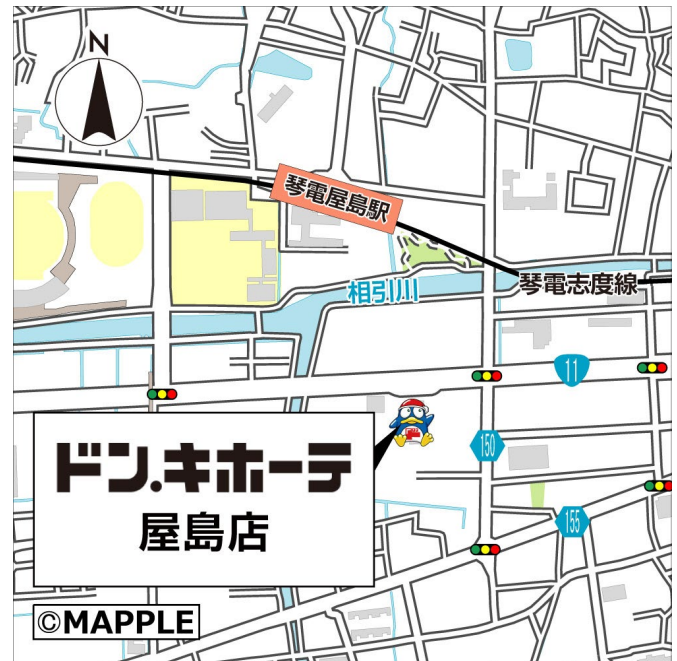
▲<第1弾>屋島店オリジナルドンペンシール



▲<第2弾>屋島店オリジナルドンペン缶バッジ全7種

## ■ Store Overview

Name	: Don Quijote Yashima Store
Opening Hours	: 9:00~2:00
Address	: 2554-3, Takamatsu-cho, Takamatsu City, Kagawa prefecture
Access	: Public transportation/Approximately 5 mins Walk from Kotoden Yashima Station
Opening	: Tuesday, 3 <sup>rd</sup> March 2026 09:00AM
Sales Area	: 2,821 m <sup>2</sup>
Building Structure	: Single-story steel framed building
Products	: Food, daily consumables, home appliances, clothing, toys & variety items, smartphone parts, cosmetics, colored contact lenses, etc.
Bicycle Parking	: 80
Parking	: 175 (Shared Parking)



For general inquiries, please contact Don Quijote Co., Ltd.

Please use the "Opinions and Inquiries" form on our website (<https://www.donki.com>).





⇩ **Introductory video** ⇩

