

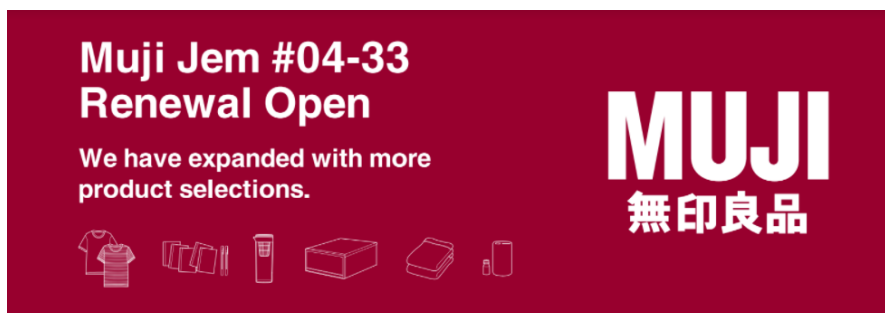
Muji (Singapore) Pte Ltd

A&P Department

Topics:

1. **Muji Jem Renewal Open with more product selections**
2. **Priced Reduced Items for Everyday Living**

For immediate release



With the pandemic happening around us, many people face adversity and challenges at work and are obliged to make changes in life such as working from home, while students are placed on home based learning to stay safe. As we spend more time at home, the basic necessities such as garment, household items, and food are fundamental for a fuss-free good living. Muji focus not only on product quality and price, but also continually seek ideas for product improvements and functionality to eliminate the slightest inconvenience or discomfort. Read on as we share about Muji signature lifestyle basics at reduced prices that could support everyday life.



1) Muji Jem Reopens: Bringing comfort into your daily life

People residing at west area of Singapore rejoice! Muji Jem store will reopen with an expanded store size at about 890sqm, serving you with new items and service without the need to travel out to town. This includes Kids Wear, Ladies' One Size garment and services such as Embroidery, Coffee Machine and Water Refill station. We also have a wider space to display our furniture items now, hence customers can have a better visualization when they are looking for furnishing for their homes. Muji Jem will serve as a one stop shop concept, offering variety of lifestyle items nearer to your homes that provide comfort for individuals, families, even for work and leisure.

Expanded with new products and services

As Muji Jem reopens on 7 June, we are pleased to welcome back our customers with these new launch product offerings and services.



i. Kids Wear

Kids are the joys in our lives who taught us how to love unconditionally. To care for the children, we have to ensure that they are wearing well too. Muji Kids Wear is made of organic cotton that feel soft on the skin without the irritant feel. The pants are designed to be easy for kids to wear, move in with no fuss dressing. In addition, our kids wear is affordable enough to buy in sets for daily wear.



ii. Ladies' One Size

Easy Movement with relaxing design. Spend good time with family or friends at home. Wear this one size wear, everyone, anytime that enrich everyday life. A capsule collection of relaxed, casual wear from MUJI. Known as 'One Mile' wear – It is a Home wear that can also be worn for a grocery run. The series comes with flexible drape and fits different body shapes and heights comfortably.



iii. Embroidery Service

Muji Jem is the second outlet to have embroidery service after Flagship store Plaza Singapura. Come visit our embroidery station where you can add custom-embroidery on your selected MUJI apparel or textile purchase. Choose your favourites from over 200 designs and letterings, and have them embroidered in a simple fabric item, an item you will cherish for a long time. Or simply customize a gift that reflects the personality of the receiver and they will treasure it with all their heart. Embroidery fees apply.



iv. Water Refill station

Feeling thirsty? Instead of buying another bottled mineral water off the shelf, why not consider refilling your own bottle at Muji Water Refill station located in the store. This way, we are able to save on the cost of buying and help reduce single use plastic waste. Or purchase Muji 'My Bottle for Water 350ml' at only \$2.90 that you can refill anytime. The bottle's flat design makes it convenient to carry and it can easily fit in a small bag or in a backpack pocket. The neck of the bottle has been enlarged to make it easier to clean and wash. A little effort goes a long way in protecting our planet and environment.



v. Coffee Machine

Take a break, Have a drink.

Enjoy a cup of aromatic hot brew from our Coffee Machine freshly brewed from grounded whole coffee beans with reviving aromas and flavors. Choose your desired hot drink from options of Espresso, Black Coffee and Café Latte. There is also a Matcha Latte option for tea lovers. Coffee machine hot brew from \$1.20 - \$2.

Opening Specials (7 – 11 June 2021)

Muji Jem opening specials are exclusively curated to suit the new lifestyle as more people are spending more time at home. Check out our opening promotions applied to items that are essential and help make lives better.



Stay active at home

With the number of workout videos readily accessible online, we can always make time for some light exercises at the comfort of our home. Muji Walker active wear series is equipped with sweat absorbent and quick drying features. One can feel the airy comfort when wearing them for exercise.

Men's & Ladies' Walker series, Less 20% (U.P. \$15.90 - \$69)



Fuss free grocery run

Decide to cook at home? Throw on an easy outfit and grab a functional bag when making your grocery shopping. Muji Indian Cotton my Totebag is made with thick canvas material to withstand heavy items and its large capacity is able to hold many items at one time.

Organic Cotton Oxford Dress at \$35 (U.P. \$59)

Indian Cotton Tote bags at less 20% (U.P. \$12.90)



Sleep well for a healthy life

Getting quality sleep is key to a healthy lifestyle. Start by wearing comfortable sleepwear before bedtime and snooze away. Muji Men's & Ladies' Side Seamless Double Gauze Pajamas is made of organic cotton and feels soft to the touch.

Side Seamless Double Gauze Pajamas at \$29 (U.P. \$44.90)

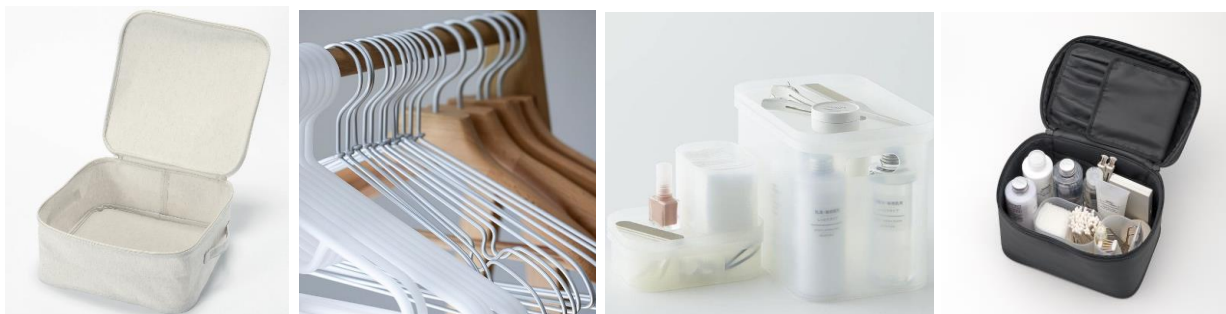


Relax at home and stay cool

With more time on hand, why not slow down and relax while reading your favorite book? Muji Beads Sofa cover makes use of knitted fabric that does not easily deform. The cushion is filled with fine beads to bring a unique comfortability when sitting. As it may get warm and still in the afternoon, use a circulator fan that promises a high output airflow with quiet operation.

Beads Sofa Set (Grey) at \$130 (U.P. \$189)

Circulator fan at \$69 (U.P. \$99)



Organize your home

Muji provides storage solutions that help to declutter homes in an organized manner and makes it easy to find the things that you need. Store your lesser worn clothes and protect them from dust with foldable Cotton Linen Polyester Soft Box that come in various sizes. Compartmentalize your makeup and skincare stash with PP & Nylon Makeup Box to free up space on table top or vanity counter.

Re-arrange your wardrobe into categories for easy retrieval. Muji Aluminium Hangers is of compact size that can be used to hang children's clothes or smaller-sized women's clothes.

Cotton Linen Polyester Soft Box at less 20% (U.P. \$9.90 - \$36)

Aluminium Hangers at less 20% (U.P. \$3.90 & \$4.60)

PP & Nylon Makeup Box at less 20% (U.P. \$1.90 - \$49)



Working from home comfortably

Having a functional workspace creates efficient productive work. Write smoothly with Muji Gel Pen set while taking notes. A USB Desk Fan comes in handy when the weather gets warm, while a portable aroma diffuser can be placed near the laptop to diffuse your favorite scent as a perk-me-up! Grab a peanut chocolate snack to fuel up your energy for the next web meeting.

USB Desk Fans at \$29 / \$39 (U.P. \$39 / \$49)

Portable Aroma Diffuser at \$36 (U.P. \$59)

Gel Ink Pen 10pcs Set at \$10 (U.P. \$14)

Peanut Chocolate Set (3 packs) at \$10 (U.P. \$14.70)

Exclusive Promotions (7 – 11 June 2021)

i. Gift with Purchase

Receive a **FREE A3 Jute My Bag and Portable Unbleached Paper Napkin** with minimum \$80 spent in a single receipt. Maximum 2 redemption per customer, while stocks last.



A3 Jute My Bag (U.P. \$3.50)

A multipurpose eco bag made from undyed jute.



Portable Unbleached Paper Napkin (U.P. \$1.30)

Made using bamboo fibre without any chemical.

ii. Purchase with Purchase

Get these items at a lower price with minimum \$50 spent in a single receipt. Maximum 2 redemption per customer, while stocks last.



Three-layer Mask (2-pc pack)

Comes with nose clip for better fit and breathability.

\$6.00 (U.P. \$9.90)



My Bottle for Water

Refillable bottle that reduce plastic waste.

\$2.00 (U.P. \$2.90)

2) Price Reduced Items for Everyday Living



**Always Good Value,
Good Price**



At MUJI, we have all the basic products for everyday living from the moment you wake up in the morning till the time you sleep. In order to deliver daily necessities that support the right lifestyle for each individual and reach out to as many people as possible, we have reduced the prices of selected clothing and household goods that are easy to use on a daily basis and support everyday lives.

Permanent price down everyday items



Over the years, we have done our research and listened customers' feedback to come up with a list of people's favorite Muji items that are used to support daily life.

We have permanently reduced prices for these key essential items so that they are made affordable for more people to enjoy Muji products that they loved and at same time provide customers with more savings. Muji hopes local people can live life better with useful products designed with quality and purpose that could be used for a long time, benefitting individuals, families, career and various scenarios in life.

Let's check out the list of permanently reduced prices for garment and household items!

Everyday Wear







Item	Description	Price	Image
Men's & Ladies' Organic Cotton Short Sleeve T-shirt	Enhanced neck design for an easy and comfortable wear.	\$13.90 → \$12.90	
Men's Wide Count Short Sleeve T-shirt	Enhanced neck design for an easy and comfortable wear.	\$24.90 → \$19.90	
Men's Business Shirt	Woven from fine, yet durable 100% extra-long cotton. The collar and interfacing are designed to retain their shape, and the buttons are easy to use.	\$39 → \$29	
Ladies' Oxford Dress	Oxford cloth is your go-to when the weather can still bring a chill. Made from hand harvested organic cotton and pre-washed to bring out the cotton's natural texture.	\$69 → \$59	
Ladies' Oxford/ Broad Stand Collar Shirt	A beautiful basic shirt, pre-washed to bring out the great texture of organic cotton. A stand collar shirt in a heavier Oxford cloth. Its trim silhouette also makes it ideal as a lightweight jacket.	\$39 → \$29	
Men's 4 way Stretch Denim Jeans	Made from material that stretches both length and width wise. Designed to fit comfortably at the waist and through the legs.	\$59 → \$49	
Walk-Support Water Repellent Sneakers	Water repellent finish with firm arch support insoles to prevent tired feet.	\$32.90 → \$25	

Men's & Ladies' Innerwear (Boxes/Trunks, Shorts)	Made of organic cotton blend that feels great against the skin.	\$9.90 → \$7.90 Any 2 at \$13.90	
Side Seamless Double Gauze Pajamas	Softly knit organic cotton for breathability and absorbency.	\$59 → \$44.90	

Stationery & Organizing Materials

Item	Description	Price	Image
Loose-leaf A4 (Ruled / Grid)	Resistant to ink seepage with improved quality.	\$3.30 → \$2.90	
Planting Tree Paper Notebook 5pc Set	Resistant to ink seepage with improved quality.	\$3.90 → \$2.90	
Acrylic Case (Double)	Display accessories in this double-door case with plenty of storage capacity.	\$39 → \$29.90	
PP Make-up Box	Stackable and easily combined in modular sizes.	\$4.60 to \$7.90 → \$2.90 to \$4.90	

Comfort Living

Sensitive Toning Water (400ml)	Made from natural water that is gentle to the skin and absorb quickly.	\$17.90 to \$19.90 → \$13.90	
Cotton Cut Type Unbleached	Made of cotton with long fibers and smooth texture for multipurpose use.	\$4.60 to \$8.90 → \$3.90 to \$6.90	
Shower Brush	Made of resilient nylon brush with easy grip handle.	\$19 → \$16.90	
Organic Cotton Blend Face Towel (Thin)	Keeps its comfy texture and absorbency even after repeated washing.	\$8.90 → \$6.90	
Jersey & Linen Bedroom Slippers	Light, soft, and flexible basic slipper that's gentle on bare feet.	\$12.90 → \$10.90	
Cotton Pile Thick Bath Towel with Further Options	Get even more use by cutting the towel down as cleaning cloths.	\$25.90 to \$43 → \$17.90 to \$33	

Cleaning System Carpet Cleaner	Convenient free-standing type for storage. Can be stored from either side of the cover.	\$6.90 → \$5.90	
Cleaning System Carpet Cleaner Refill	Roller Tape Refill for carpet cleaner that is easy to tear off with perforated markings.	\$4.90 → \$3.90	
Acrylic Water Pot (1L/2L)	Designed to be stored vertically or horizontally.	\$9.90 to \$10.90 → \$7.90 to \$8.90	