



MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE



MUJI Spring/Summer Linen Collection 2019

In this age of fast-paced society, many manufacturing processes are often speedily carried out in mass that resulted in neglecting the impact that it had on the environment. In MUJI, we strive to create basic products that consider the relationship between people and nature. We hope to help the lives of people all over the world not just a moment of time, but for a long term.



This is narrowed down to the materials that we used for our products.

We consider the person *using* the material, the person *making* the material, and the way in which we *engage* with nature when selecting raw materials.

MUJI Linen – From Xinjiang in China and Normandy in France

We introduce the use of organically grown linen, a fabric increasingly rare in today's world. With abundant water from snow melt and few pests at an altitude of 1,800 meters, farms on the vast Xinjiang Plateau in the northern part of the Taklamakan Desert at the foot of the Tianyama mountain range are the ideal environment for organic flax to weave linen. Forging long-term partnerships, MUJI works with farmers here to grow flax without chemical fertilizers or pesticides.



Men's Linen Series, \$53 - \$129



Linen, one of the strongest of natural fibres and breaks in beautifully with wear. A French linen shirt in a wide cut that will be a favourite for years.

French Linen Washed Stand Collar Shirt

Less 15%

U.P. \$63

This year, Men's Short-Sleeve Shirts also come with an open collar as a new addition to the series.

Expect more colors of Men's Short-Sleeve Shirts available for a wider selection!

French Linen Washed Open Collar Short Sleeve Shirt

Launch End-March

Less 15%

U.P. \$53



A casual Jacket that is pre-washed and has a cool texture characteristic of French Linen. It adopts a two-button design as a versatile wear. A Jacket that can easily match with any garment pieces. It comes with inner pockets for safekeeping valuables.

French Linen Jacket

Less 15%

U.P. \$129



A French Linen Shirt that is pre-washed for softness from the start. The more you wear it, the softer it gets, and richer it looks.

French Linen Washed Shirt

Less 15%

U.P. \$63

A casual trousers that is pre-washed and has a cool texture characteristic of French Linen.

Black is the new color addition to this year's collection.

French Linen Easy Trousers

Less 15%

U.P. \$69



With insoles that offer firm arch support so you can stay on your feet without getting tired. In cotton fabric treated with a water repellent finish.

Water-Repellent Sneakers that Prevent Tired Feet

Less 15% till 3 April 2019

U.P. \$69

Linen for every occasion
MUJI 19SS Men's Lookbook





Ladies' Linen Series, \$49 - \$79



A blouse made of organic linen grown in soil without the use of pesticides or chemical fertilisers. Keeps you comfortably dry in the hottest months and breaks in more and more beautifully the longer you wear it.

Introducing Xinjiang Organic Linen for Ladies' Series that do not use agrichemicals or chemical fertilizers.

Model wearing Organic Linen Washed Shirt and French Linen Easy Maxi Flair Skirt.





A sweater in French linen for a soft, comfortable feel and great fit every time you put it on. Treated to help protect against UV rays.



Ladies' UV Cut French Linen Knit

Choose your favorite style of knit – V Neck Sweater, Round Neck Sweater, Cardigan, Dolman Sleeve Sweater.

It has a glossy texture as a characteristic of Linen with UV Feature. Its stretchy yarn is knitted together in the sleeve opening and hemline to reduce being stretched.

V neck and round neck sweaters come in $\frac{3}{4}$ sleeves design to cater to the hot weather.



Ladies' Linen Shirt, Blouse, Tunic and Dress

Made using organic linen from Xinjiang in China at an altitude of about 1800m without any use of agricultural chemicals and chemical fertilizer. Muji Linen dress is made using Normandy-grown linen known for its softness, smoothness and comfort. The fabric is pre-washed and tumbled-washed to reduce stiffness texture and provide greater softness on the skin. The material also has superior absorbency and quick drying features. The garment keeps its shape even after repeated washing.





Ladies' Linen Bottom

Maxi skirts and tucked skirts have light finish by using same fabric as the shirts which are organic linen. The garment is finished with softness after making use of linen's natural texture and pre-washing. Waistbands are elastic for ease of wearing.

**All Men's & Ladies' Linen Series now at 15% off till 3 April 2019, or while stocks last!
Available at all Muji stores.**

Accessories



French Linen UV Protection Bolero

A light and sheer material knitted with linen yarn. Could be worn by draping or through the arm holes.

U.P. \$69

Now at 15% Off till 3 April 2019



French Linen UV Protection Crochet

U.P. \$49

Now at 15% Off till 3 April 2019

Video:



1) Linen from From Xinjiang in China and Normandy in France.

<https://youtu.be/EXZMivqOpcM>



2) Organic Linen

https://youtu.be/8NBljRbfs_s

For press previews and further queries, please contact
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