

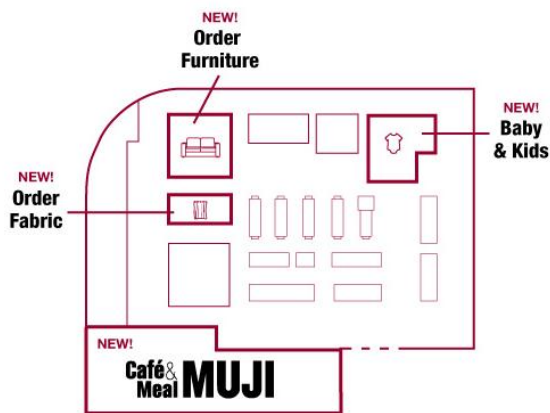


MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE

05 September 2015



MUJI Paragon Renewed with introduction of Exciting New Services

MUJI Singapore is pleased to announce the renewal opening of MUJI Paragon outlet on 5 September 2015. Standing at over 8500 square feet of shop space, it is currently the biggest MUJI store in Singapore.

The newly revamped MUJI Paragon exudes a relaxing shopping ambience and continues to be customer's one-stop lifestyle store that provides solutions

targeted at individual and household needs whilst offering a wide variety of minimalistic yet functional designed merchandise spreading across Garment, Household, Health & Beauty, Stationery to Travels, and Food departments. Various exciting new services will also be launched in-line with the re-opening, targeted to provide and encourage an even closer customer engagement.

Over the years, MUJI has steadily established itself as a quality lifestyle concept store in Singapore. With the opening of renewed Paragon store and Café&Meal MUJI, we hope to create quality retail and dining experience through reinforcing our position as an innovative lifestyle brand while enhancing a refreshing change for the customers with the introduction of various new products and services.

MUJI Baby & Kids Wear now available at Paragon



To all moms' delight, Paragon outlet is the 2nd store in Singapore to carry a wide range of baby & kids wear. Touching on the kid's joy of putting on clothes and the wonders of growing up, MUJI considers the different aspect of daily lifestyle, behaviour and thoughts of children and their mother's in the clothing design and development, introducing comfortable clothing and accessories suitable for active kids that could stand up to a large number of washing cycles. Customer would be able to select from timeless designs and adorable clothing range suited for baby, junior to toddler age group.

Early Launch of Autumn/Winter 2015 Collection

In celebration of the renewal opening, MUJI latest Autumn/Winter 2015 garment collection will be pre-launched at Paragon store.

Flannel - Comfortable, soft woven Flannel fabric is the newly launched material featured in Autumn/Winter 2015 collection. Discover shirt, tunic and dresses in warm colours and classic flannel patterns un-swayed by the trends of time.



Japan Denim - MUJI Paragon would be the 1st store in Singapore to carry the exclusive series of selva denim made from 100% organic cotton and paired with Japan's skilled craftsmanship, combining the best of both traditional and modern techniques. Selva denim is woven on traditional shuttle looms and cannot be mass-produced as it takes more time to weave than compared to fabric produced on modern looms. "Easy to wear" has always been the focus of MUJI Denim range; the workmanship includes special techniques to

leave more space between the individual threads in creating denim fabric that excels in mobility, alongside a world-class Japanese finishing process that result in quality denim pieces with fray resistant edge and a comfortable, worn-in feel right from the very first wear.

First Made-to-Order Service for MUJI Fabric and Furniture

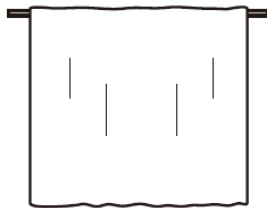
MUJI Singapore unveils the 1st Made-to-Order service for selected Fabric and Furniture at the new Paragon outlet. Customers can now make customization of their preferred materials, designs, sizes and colours of Fabric such as curtains, sofa covers and rugs, as well as Furniture to suit the theme of their home.

CURTAINS

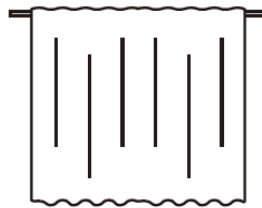
The major drawback of a ready-made curtain is when the standard sizes available are not ideal for customer needs. The introduction of new customization service would greatly alleviate this issue. A total of 3 curtain styles with 8 fabric types such as Polyester Basket Weave, Linen Plain Weave, and Cotton Denim in 1 to 2 colour choices are available for customization.



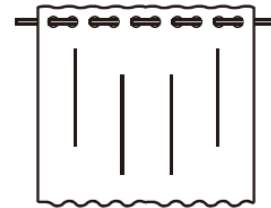
3 curtain styles illustration:



Flat Panel Curtain



Pleated Curtain



Curtain with Eyelet Hanging

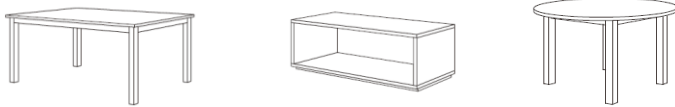
RUGS



A right choice of rug can instantly change the ambience of a living space. Customer can now customise from a selected range of hand tufted natural material rugs accordingly to the desired length. Each rug order will be custom-made with special care and attention to the details in domestic factory. Up to 6 different materials are available for customer to choose from, ranging from strong wool with outstanding moisture absorbency to materials like polyester which is easy to clean and maintain.

OAK FURNITURE

Catering to the size requirement of customer living spaces, MUJI introduce new made-to-measure service for selected Oak Furniture, with customization option of table size. The finalized order will then be passed on to be manufactured in Japan. Regarded as an ideal material for furniture, the American Oak Wood series of table furniture feature hardness, strength, durability and solidness.



Interior Advisor Consultation Service

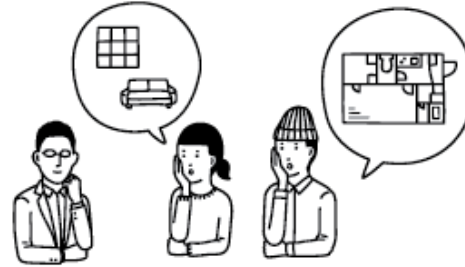


MUJI Interior Advisor Consultation Service is now available at MUJI ION, Paragon and Vivo City outlet, offering recommendations on MUJI furniture and storage solution for a space-efficient home and to create a relaxing living environment with the aesthetics of simplicity. We hope that through the Interior Advisor consultation, customer will be able to pick up intelligent MUJI household solutions of the right

kind of function and material suited for their lifestyle and be introduced to simple, innovative design ideas that relay MUJI philosophy and concept into the customer's living spaces.



Fix an appointment with Muji Interior Advisor (IA) at the selected stores, or email to Muji_IA@muji.com.sg



Meeting with Muji IA for consultation



IA Presentation of the ideal room layout proposal



Complete Interior Advisory and enjoy a new makeover room

Consultation will start with discussion on customers' needs and areas of concerns. Customer can provide the Interior Advisor with floor plan and image reference of areas they wish to makeover, from bedroom, dining or living room to shelving and storage problems. Base on the customer's requirement, the Interior Advisor will give professional advice on recommended furniture options, colour palette and proposed interior layout using hand drawn proposal followed by simple 3D simulation.

MUJI Storage Exhibition

[Compact Life]

05 - 13 September 2015

Paragon Atrium 1

Make yourself at home when you step into MUJI world of simplicity. With space as a constraint in everyday life, the exhibition display various combination of functional usage on furniture and storage solutions incorporated into household areas such as bedroom, living, dining, laundry, and Soho concept, exploring ways to maximize home spaces and introducing creative design ideas in creating MUJI home.

During this exhibition period, the Interior Advisor Service will also be made available near the entrance of the exhibition ground. Customer will be entitled to a 10% off voucher should they decide to purchase the household items recommended in the consultation.

Styling Advisor Consultation Service



Approach our staff for Styling Advisor Service (SA)



Inform our SA the inquiry you have for our garment items



Our SA will provide styling advice with Muji garment items. You may make your selection with the help of our SA



Wear the perfect coordinate that you have selected

This September, the Styling Advisory consultation service will be launched at MUJI Paragon in conjunction with the line of re-opening celebration. Customer are able to look for the Styling Advisor for professional fashion consultation on various outfit coordination and be informed of ways to wear the different types of garment material available. It is a complimentary service that hopes to inspire customer on MUJI way of outfit layering and to further improve the connection and interaction with customers, getting feedbacks and collective ideas on improvement of MUJI products through the consultation.

MUJI Fashion -MUJI offers a wide selection of comfortable men's and ladies' wear adorned in simplicity and timeless designs with emphasis on the material quality. As the season change, MUJI gradually introduces garment pieces of the seasonal colour tones, varying thickness of fabric and the types of material used such as organic cotton and linen fabric, which tie in with the season's lifestyle. The introduction of styling advisor will help customer sieve through the seasonal trends and to incorporate MUJI simplicity concept into easy styles for the suited occasion.



First Café&Meal MUJI Opens in Singapore

The long awaited Café&Meal will officially open its doors in the newly revamped MUJI Paragon outlet, standing at over 1300 square feet of shop space. Singapore is the 4th country to introduce Cafe&Meal MUJI concept out of Japan. We will strive towards continuous expansion of more stores in the upcoming years.

'Simple Food is Delicious' - Based on the concept to pursue "natural flavour of food". Café&Meal MUJI takes pride in using seasonal vegetables and quality ingredients in the making of healthy meals. We adopt simple cooking method to bring out the ingredients natural taste which is full of blessing from the sun, soil and water. The menu served is expanded based on deli similar to Japan, with selections that are spread across deli sets, beverages and desserts, as well as addition of deli speciality that is crafted to suit local palates. The unique self ordering and clearing system will also be adopted from Japan and implemented at Café&Meal MUJI Paragon. Dine with 'Simple Food' that is gentle for your body, kind to the world and delicious, amidst the relaxing ambience and minimalistic designed Café&Meal MUJI.

Set Meal

Hot & Cold

Selectable Deli

Choose your favourite combination of hot and cold deli dishes prepared daily from a wide range of nutritious seasonal ingredients to provide you a well-balanced meal of natural great taste.



Deli Set

Customize your own deli set meal with choice of 3 side dishes (1 Hot Deli + 2 Cold Deli) or 4 side dishes (2 Hot Deli + 2 Cold Deli) to go with white rice or bread.



Dessert Set

Match any drink with dessert and enjoy a dollar off.



Butter Curry Chicken with Salad

Set includes salad and a choice of white rice or 10 grain rice.

Cold Deli Highlights



Hijiki Salad

Healthy Japanese style salad with hijiki seaweed, mesclun, radish and carrot, tossed in savoury wafu dressing



Beet Root and Watermelon Salad

Mixed mesclun rocket salad packed with refreshing sweetness of roasted beetroot and watermelon, tossed in red wine vinegar sauce and added walnuts for a nutty flavor.



Green Tea Caesar salad

A delicious twist to the classic Caesar salad with combination of baby corn, lady's fingers, French bean, crispy bacon, leafy greens coated in matcha powder.

Hot Deli Highlights



Fried Chicken Sweet Chilli Mayonnaise

A must-try classic Cafe&Meal MUJI dish, irresistible combination of chunky fried chicken paired with sweet chilli mayonnaise dressing, delicious and not greasy.



Baked Bak Kut Teh with Honey Glaze

Baked spiced pork ribs in honey glazed sauce, a new presentation of a traditional dish.



Saba with Sweet and Spicy Miso sauce

Simmered mackerel served with sweet & spicy miso sauce, a healthy choice that's rich in omega-3s.

Drinks Highlights

From your classic favourites of coffee and tea to milk-based, non-caffeine and many other specialties, there's a wide selection of beverage choices to complement your meal at Café&Meal MUJI.



Matcha Latte

Blended with Shizuoka Japan matcha powder and fresh milk to deliver a creamy and refreshing aftertaste. Rich in antioxidant, vitamins and other nutrients.



Iced Hibiscus Tea

A lovely thirst-quencher known for its medicinal and all natural health benefit of lowering blood pressure, and rich in antioxidants.



Iced Yuzu Squash

Using premium 100% Yuzu juice from Japan Kochi Prefecture, famous for quality Yuzu production. Enjoy the distinctive aroma and bittersweet, zesty flavour of the special Japanese citrus fruit.

Desserts Highlights

Various desserts such as sweet and smooth caramel pudding or refreshing mixed berries cheesecake are simple yet delicious, great to match with coffee or tea.



Caramel Pudding

Signature custard pudding baked with Japanese Sudaki-tou sugar, egg, fresh milk and topped with sweet caramel sauce.



Roasted Tea Pudding

Houji-cha (roasted Japanese green tea) infused creamy pudding, with lingering aroma of a slightly toasted and caramel-like flavour, served with crispy sesame tuile.



Classic Chocolate Cake

Deliciously decadent classic chocolate cake with dense and rich chocolaty texture.

Ordering Flow



1 Secure a seat with a “reservation” plate before ordering of food.



2 Place your order at the food showcase with your choice of 3 or 4 deli set, followed by the selection sequence of hot deli, cold deli, mains, desserts and beverages



3 Payment to be made at the cashier counter.



4 Enjoy your meal at the reserved seat. Please return all used tray and cutlery to the dish collection counter after dining.

STORE INFORMATION

MUJI Paragon Retail Store Café&Meal MUJI	Approx. 8500 sq ft Approx. 7200 sq ft Approx. 1300 sq ft
Opening Date	05 September 2015
Address	290 Orchard Road, #04-36 to 40, Orchard Paragon, Singapore 238859
Telephone	+65 6735 0123
Business Hours	10.00am~9.30pm Café&Meal Last Order at 8.45pm

Company Brief	MUJI (SINGAPORE) PTE LTD
Representative	Mr. Takuo Nagahara Ms Jasmine Sng
Media Queries	Ms. Ann Jia Jin (ann_jj@muji.com.sg) Ms. Alycia Chua (alycia_chua@muji.com.sg)
Corporate Address	60 Albert Street, #15-03 to 06, OG Albert Complex, Singapore 189969
Establishment	January 2003
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Fax	+65 6883 1136

MUJI Paragon Renewal Opening Promotions

- [5 Sep only] First 50 customers in line to like and share MUJI Singapore Facebook post will receive a \$20 MUJI Gift Card.
- [5 – 13 Sep] Shoppers who spend a minimum of \$30 in a single receipt at MUJI Paragon will receive a limited edition Cotton My Bag (while stocks last)
- [5 – 13 Sep] Shoppers who spend a minimum of \$100 in a single receipt at MUJI Paragon will receive a limited edition Cotton My Bag + \$10 Muji Gift Card (limited to the first 300 redemption)
- [5 – 13 Sep] Customer can join as a MUJI Member with minimum \$70 spent in a single receipt (Usual at \$100 spending)
- [5 – 13 Sep] Highback Reclining 1 Seater Sofa at \$300, while stocks last (U.P. \$469)
- [5 – 13 Sep] Aroma Diffuser at \$69, limited to 100pcs only, while stocks last (U.P.\$89)
- Cafe&Meal MUJI Gift-with-Purchase: Customer to receive a pair of limited edition Cafe&Meal MUJI chopsticks with any deli set meal purchased. (while stock last)

For press previews and further queries, please contact

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