

For Immediate Release

Singapore, 22 November 2017



MUJI Christmas 2017

Receiving is Happiness, while Giving is Joy.

It is through the gifts crafted from the touch of hands and warmth from the heart that make gifting memorable and one that could utilize for a long time.

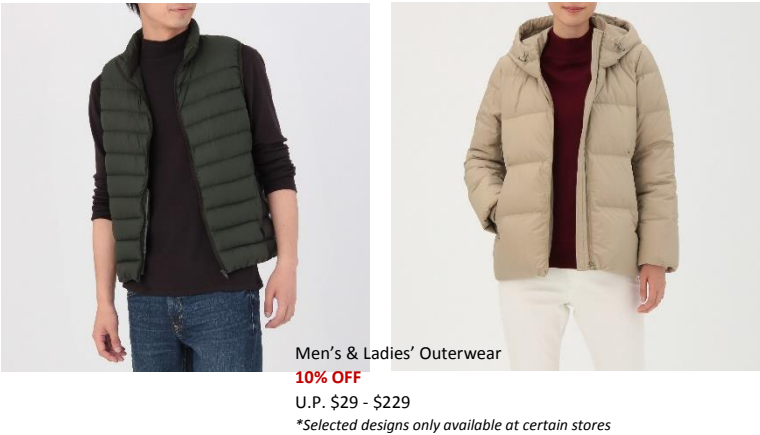
For this year's Christmas theme, the illustrations are by a Japanese painter and author named Miroko Machiko. Her artwork tells the story of how she wants to live that is by drawing as much as possible. Muji hopes to bring fun songs and laughter to all; be it a plant, animal or human being while doing their festive shopping at the store!

This year, Muji introduces more gift set options and even hampers for customers to choose for their Christmas gatherings and gift exchanges. You can find gift sets from the various departments in Muji store ranging from Garment, Household to Food department. This year we have put together over 87 types of affordable gift sets and gifts ideas suited for everyone on your gifting list.

Do also look out for the special events happening at Open Muji space in Plaza Singapura store where you will find interesting Christmas exhibits!

Celebrate with Style

Stay warm and fuzzy with Muji Winter Garment and Accessories designed with quality fabrics. Winter Accessories are available for the little ones too!



Functional Gifts for All

Give a gift to someone who is well-organized and loves to draw!



Acrylic Case Set 2 Rows (L)
\$55.90 U.P. \$64.90
 • Velour Inner Boxes - 5 Ring Partition (Large)
 • Velour Inner Boxes - 2 Partition (Small)



Stationery Set
\$15.90 U.P. \$19.20
 • Planting Tree Paper A5 Notebook 5-pc Set
 • 12-Colour Gel Ink Pen Pack 0,5mm



Drawing & Colouring Set
\$36.90 U.P. \$44.00
 • Pencil Sharpener L
 • 36-Colour Pencils with Paper Tube
 • Note M (14 Sheets)
 • Pencil 2B (6-pc)
 • Eraser with Paper Rolling



Calendar & Stationery Set
\$19.90 U.P. \$22.90
 • Bagasse-Paper / Calendar / M
 • Sticky Memo Cats 20 sheets
 • PP Pen Case S
 • Gel Ink Pen 0.5 Blue
 • Gel Ink Pen 0.5 Black
 • Polycarbonate Sharp Pencil with Rubber Grip 0.5mm

Festive Getaway

Planning for travel this festive season? Muji have you covered with compact travel essentials!



Hanging Bath Case
10% OFF U.P. \$23 - \$26



Sensitive Skincare Series 50ml
10% OFF U.P. \$4.60 - \$23

Christmas At Home



Aroma Diffuser (Red Packaging) & Blend Essential Oil 10ml Set (Orange & Frankincense)
\$99.00 U.P. \$115.00



Interior Fragrance Set, 250ml
 10% OFF U.P.\$48.00
 Interior Fragrance Oil Refill, 250ml
 10% OFF U.P.\$36.00



Wrapped up and ready to go as a gift for your loved ones!
 Limited Beads Sofa Carrier Bags are available, while stocks last.



Toothbrush Set
\$26.90 U.P. \$30.40
 • Toothbrush Set 4 Colours
 • Porcelain Toothbrush Stands – Star Design



Greeting Hand Towel & Hand Cream Set (Red)
\$19.90 U.P. \$23.70
 • Greeting Hand Towel
 • TPU Clear Case 19.5x16cm
 • Hand Cream Lavender



Flannel Bedlinen Series
10% OFF U.P. \$15.90 - \$99

Eat, Drink & Be Merry



Hasami Ware Series, \$7.90 - \$20.90

Simple tableware that fits your lifestyle

Hasami rice bowl was inspired by the traders' rice bowl used on ships during the Edo period, it is designed for easy holding and convenient use. Free from printed designs, we develop a ranges of tableware that you will never get tired of using. Available in a wide range of shapes and sizes to suit a diverse range of uses.



Glass Pitcher & Drink Set (Yuzu & Honey)

\$12.90 U.P. \$14.80

- Heat Resistant Glass Pitcher 1 litre
- Instant Yuzu & Honey 95g

This heat proof pitcher can be used for both hot and cold drinks.



Curry Set (3 packets)

\$16.90 U.P. \$19.70

- Green Curry 180g
- Lemon Cream Chicken Curry 180g
- Poo Phad Pong Curry 180g

All servings are for one.

Referred to the local curry cooking methods, to enjoy the Instant Curry by reheating with hot water or microwave; or adding your favorite fresh ingredients into the Handmade Curry.

Surprise with Treats



NEW Cotton myBag with Christmas designs!

Enjoy different snacks sets in each bag and be surprised with the delicious sweet treats.

Christmas Bag Sets

\$15.90 U.P. \$17 - \$19.20

Give with Joy



NEW Muji Gift Hampers prepared just for you.

A great gift idea for corporate gifting.

Comes in 7 different hampers to choose from!

*Available at selected stores only

\$69.90 - \$99.90

Give the gift in artistic expression

Most of us enjoy shopping and buying gifts for our loved ones in this season of sharing and gifting, but may also find gift wrapping time consuming at the same time.

Here at Muji, we provide complimentary gift wrapping service with a minimum spending of \$30 in a single receipt. Simply shop with us and we will do the rest; even ribbons and stickers are provided.

Add a personal touch with our wide selection of stamp designs and alphabets. Use your creativity to customize gifts for friends and loved ones. A simple activity that can be enjoyed with family and friends!



Wide Range of Gift Wrapping Accessories

Let your imagination run wild and personalize your gift wrapping to make hearts melt!

\$1.60 - \$6.60



We hope you'll have fun at our customized stamping table!



Gift Boxes for Every Purpose

Gift Boxes in Assorted Sizes

\$3.60 - \$4.30

Sliding Gift Boxes

\$1.60 - \$4.30

IDEE *Exclusive at Muji Plaza Singapura

The theme of IDEE this Christmas is "Happy Holidays".
In this joyous season, surround yourself with happiness.



IDEE works with renowned product designers from Japan and overseas.
In the gift table area, you will find Christmas ornaments and collections which come in limited pieces. The ornaments can be used as decoration or as a gift.

Christmas Figurines by Lisa Larson, \$143 - \$323

A Swedish ceramic designer, best known for her humorous and friendly figures. Her works are popular especially in USA, and Japan.

Each piece of Lisa Larson's works is unique and handmade with different patterns, colors, and facial expressions.



Ceramic cup designed by BIRDS' WORDS artist, Rie Ito, Japanese artist from Osaka, \$36

Pattern cups produced in Hasami districts located in Nagasaki Prefecture, Japan. Its pattern is applied all over the surface by stamps created by herself. Its size and this continuous three dimensional pattern gives you very comfortable feeling when holding the cup. The soft colors are suitable for many scenes in daily life.

New Christmas Festive Menu Highlights:



Rekindle the toasty spirit of Christmas with a generous spread of Christmas Delights between friends. Celebrate the joyous flavours of sweet berries and nutty surprises in Café&Meal's new festive desserts, drinks and deli dishes.

Warm your Christmas spirits up with a relishing turkey and pumpkin salad, and two times the Hot Deli in a satisfying platter. Paired with a hot, soothing bowl of mushroom bisque, this festive meal also keeps you well quenched with a fizzy, berry-filled Mojito. Finally, the meal is not complete without the mesmerizing, wintry, Citrus Yuzu Log Cake.

\$27.90 U.P. \$33.70



The new Christmas Festive dishes includes:

- 3 **New** Hot Deli Dishes, \$4.80 per dish (a la carte)
- 1 **New** Cold Deli Dish, \$2.80 per dish (a la carte)
- 3 **New** Desserts, \$8.40 - \$8.90
- 1 **New** Drink, \$7.90

**Seared Beef Patty with
Sundried Tomatoes & Onion Sauce**

HOT DELI



Pan seared and tender Beef Patty, accompanied with sweet, relishing Caramelized Onion doused in the intense goodness of Sundried Tomato Sauce.

**Grilled Pork Collar with
Cranberry Sauce & Quinoa**

HOT DELI



Seared, springy Pork Collar, immersed in Shoyu and Mustard marinate, and drizzled with sweet Cranberry Sauce with toppings of Quinoa and Grains, on a bed of Mesclun Mix.

Chicken Barley stew

HOT DELI



Steam-Roasted and Rosemary Infused Chicken, in a savoury, nutritious stew of Barley, Kale, Kidney Beans and Bacon.

**Turkey Ham and Pumpkin Salad
with Mustard Dressing**

COLD DELI



A joyous spread of Christmas Delights - Sliced Turkey Ham, Roasted Pumpkin and Zucchini, tossed with a mixture of Roasted Seeds, Nuts and Mesclun Mix in Mustard Dressing.

Desserts Highlights - Delectable sweet treats for everyone!

Citrus Yuzu Log Cake

DESSERT



Light, creamy Yoghurt Meringue Log cake, infused with sweet, tangy Yuzu and Nata De Coco surprise.

Berry Snow Field

DESSERT



A marriage between Strawberry and Coconut in a Raspberry glazed dome, dusted with an extra touch of Desiccated Coconut.

Purple Potato Mont Blanc

DESSERT



Mont Blanc, crafted in resemblance to a Snow-capped Mountain, comprising of a Sweet Purple Potato Cream covering and Caramelized Pineapple bursting with flavour from within.

Pomegranate & Mixed Berries Mojito

DRINK



Pomegranate & Mixed berries juice infused with fresh mint in a fizzy concoction, topped with sweet, delightful raspberries

Other Drinks Highlights - Complete your meal with our wide selections of beverages.



Left to right: Iced Sunset Tea, \$4.90 | Triple Citrus Rosemary Soda, \$7.90 | Tea in a Pot: Hibiscus / Sunset / Black Bean / Brown Rice, \$4.90 / \$8.90



Giving you Christmas

16 November – 27 December 2017

Muji Plaza Singapura, #01-10 to 17

Explore exclusive Christmas exhibits at Open Muji space in-store!



A Home-made Christmas – Hexen House Town

One of the main things we want to do at MUJI is to always create memorable experiences for our customers. Ten Hexen Houses, each unique in its own way, sits atop two worlds this Christmas. Tastefully decorated in a delicious spread of MUJI biscuits and candies, our team of five dedicated Chefs from Café&Meal have intricately handcrafted and baked each house to make up the Whimsical Home-made Christmas display.

Muji hopes to show customers that with simple ingredients, we can create something very memorable & bring happiness to everyone. The team had a lot of fun when we conceptualised and eventually did up this whole setup, so we hope our customers will enjoy this exhibit too.



Christmas in the Woods – Wall Mural

At MUJI, we are always excited about bringing new experience and refreshing new ideas to communicate with our customers. And here at Open MUJI, it creates the opportunity to connect with the local community through activities held within the in-store space.

Adding on to the Christmas mood, we have this wall mural, hand painted with the theme of "Christmas in the Woods". It is an initiative in support of the Children's Cancer Foundation, and a collaboration with local artist duo Ripple Root.

A little introduction, Ripple Root is the artist moniker of Lique and Estella. They make collaborative, carefree works reflecting themes of nature and wildlife. The wall mural design is conceptualized by the artists with a landscape design representing the idea of a Woodland Forest, a place where animals are free to roam and yet co-exists in harmony, which also signifies the freedom of cancer survivors. Christmas colours like red and green, and elements such as snow caps, and scarves are added to liven the Christmas mood.

The animals on the mural such as the golden deer and fox are actually conceptualized and created by the cancer survivors and their siblings, where they were later on weaved in to the landscape by the artists. The silhouettes of the animals drawn by the cancer survivors are listed on the wall, do take a closer look at the wall!

We hope this event can also help raise childhood cancer awareness, and to encourage more people in stepping forward in supporting children with cancers and their families.

Do watch our video to know more about the young artists behind this wall mural and catch a glimpse of our fun-filled day activity! We have also interviewed the parents and the kids participant, which they left a heart-felt Christmas message for each other.

We hope Open MUJI is not only a place to deliver MUJI concepts, but also help connect people. Because by establishing connections, we generate new values. Do look forward to more local collaborations and exhibitions next year!

Happy Christmas – Cylinder Trees



This Christmas, MUJI aims to explore design and art ideas with local design school. Come and see the creative works of 3 large hand-painted cylinder trees by students of Nanyang Academy of Fine Arts.

For Muji, we always encourage young people to come out with creative ideas with basic, ordinary items just like this cylinder. Each cylinder is our selling item under Found Muji called Pulp storage.

Do visit Muji Plaza Singapura, spot all 3 cylinder trees in the store and learn about their stories!

For press previews and further queries, please contact

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