



MUJI (SINGAPORE) PTE LTD

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**For immediate release**

Singapore, 11 September 2017

**MUJI Flannel 2017**

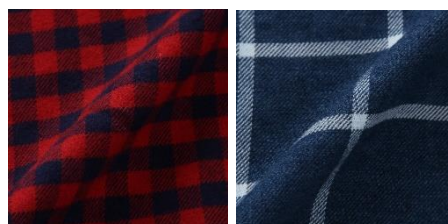


MUJI's clothing items consist of basic wear that considers the relationship between humans and nature. MUJI uses environmentally-friendly materials, such as wool from sheep that have not undergone the practice of mulesing and are raised naturally and gently; and organic cotton that is both environmentally and human friendly, to produce useful products for people's life all over the world.



**Organic Cotton Flannel Shirt**

This autumn, MUJI launches Flannel made of hand-harvested Organic Xinjiang long staple cotton. Such fibre of the cotton incurs less damages on the thread compared to machine-harvested cotton which provides a softer, smoother finish.





Being warm and soft, the cotton shirt is just right for winter. Woven from thick cotton thread and brushed for a soft finish, the flannel fabric feels good and keeps you warm.

### Ladies' Organic Cotton Flannel Garment Series

A comfortable easy shirt dress in flannel (right) that highlights the quality and softness of handpicked Xinjiang cotton.

The fabric is brushed to be comfortable and gentle against the skin. Through repeated washing, it gains a soft, full finish. After machine brushing, the fluff was smoothed out for a delicate finish. This season, do look out for more solid colors for shirts and dresses.

Feel warm and relaxed with Flannel Garment Series!



(Left) Organic Cotton Flannel Check Shirt (\$33) | (Far right) Organic Cotton Flannel Stand Collar Shirt (\$33)



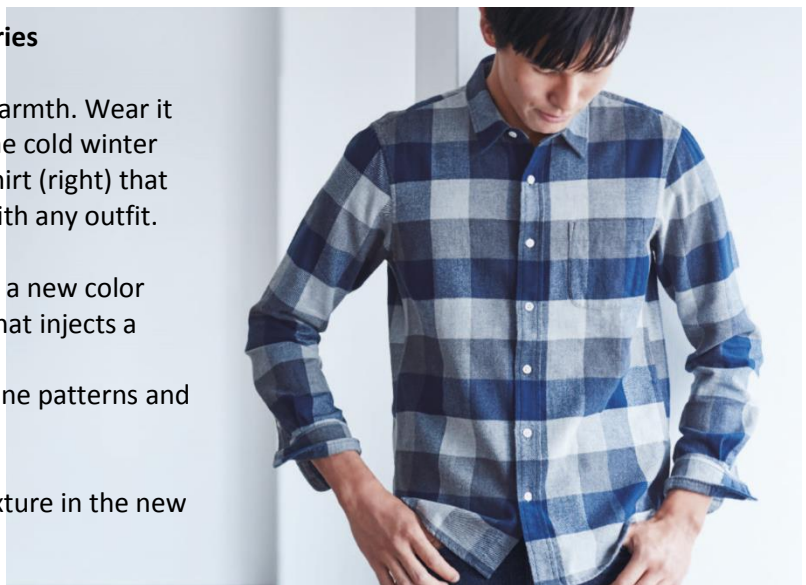
(Left) Organic Cotton Flannel Tunic & Checked Tunic (\$59) | (Far right) Organic Cotton Flannel Checked Shirt Dress & Shirt Dress (\$59)

### Men's Organic Cotton Flannel Garment Series

100% Organic Cotton flannel brushed for warmth. Wear it on its own during autumn or as a layer in the cold winter months. Organic Cotton Flannel Checked Shirt (right) that is sized to be a versatile piece that works with any outfit.

In this launch, Men's flannel comes up with a new color addition in Warm Mustard, a staple piece that injects a bold, fun hue in your wardrobe! Selected flannel shirts come with herringbone patterns and indigo checks.

Expect improved comfort and smoother texture in the new series!





(Top row) Men's Organic Cotton Flannel Button Down Shirt (\$39)

(Bottom row) Men's Organic Cotton Flannel Checked Button Down Shirt (\$39)



Men's Organic Cotton Flannel Checked Button Down Shirt (\$39)

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## Water-Repellent Organic Cotton Sneakers that Prevent Tired Feet



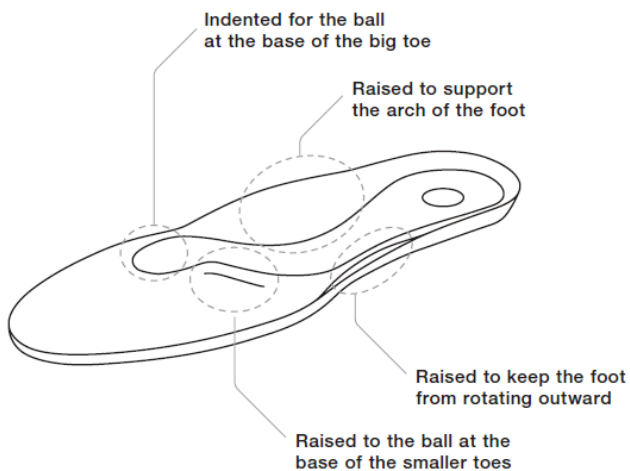
### Water Repellent Organic Cotton Walk Support Sneakers

MUJI researched these cotton sneakers for estimated 18 months, and launched them in 2013. The material of the sneaker changed to water repellent organic cotton in 2015 and became one of the most popular MUJI products, selling one million pairs annually worldwide.

The sneaker features MUJI patented soles for less fatigue and easy walking, water repellent fabric that doesn't get dirty easily and is tough against the rain, and has a simple and efficient design. In 17 A/W, check out the unique insole that makes these slip-on sneakers easy to wear for a long period of time. MUJI introduces this footwear as a universal item to the world.

Watch movie here: <https://about.muji.com/sg/sneakers/>

## Water-Repellent Organic Cotton Sneakers that Prevent Tired Feet



**Insoles designed to be comfortable to walk in and not tire feet.**

Cupped removable insoles with generous padding at the arch and base of the toes to help make walking comfortable and to reduce tiredness to the feet.



## Insoles designed to prevent feet from getting tired.

Insoles featuring full arch support are comfortable to walk in and won't tire your feet. The slip-ons have the same insoles, and the cotton material features a water-repellent finishing.

**Water Repellent Organic Cotton Sneakers, \$43**

