



MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE

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MUJI ION Orchard Renewal Opening & Expansion



Image: 3D perspective view of new MUJI ION Orchard

MUJI Singapore presents shoppers with a bigger and better MUJI ION Orchard, set to open to public on 22 September 2016, 1pm. Greeting the shoppers with a wide open space shopfront, MUJI ION Orchard spans over 9300 square feet after the expansion, a 30% increase in space, and showcases a spacious, refreshed store concept.

The renewed outlet is situated at the same location, Basement 4 of ION Orchard, a shopping hub seated on Singapore's prime shopping district which conveniently connects both commuters and shoppers coming from Orchard MRT Station, Scotts Road and Orchard Road. MUJI ION Orchard aims to continue being many fans' favorite one-stop shopping destination. Shoppers can look forward to a lineup of items that are exclusively found at the renewed outlet, amidst the regular wide mix of minimalistic yet functional merchandise ranging from garment, household to food items.

New MUJI ION Orchard will see an expanded range of lifestyle products that are displayed in a tasteful setting. Featuring glass, metallic and wood store furnishings, and decked with the newest fixture from Japan which includes a new Re-MUJI area, MUJI to GO display and Ladies Garment Fixture with wooden frames.

The values of simple, natural and quality living have been constantly reinforced as the brand developed over the years, conveying to customers through our stores, products, and services, while moving ahead with the globalization of products, enhancement of flagship stores, and development of staff expertise.

Key Highlights

[ReMUJI] - *Exclusive to MUJI ION Orchard*



MUJI has come a long way in establishing its recycling methodology through the manufacturing processes which eliminate waste and reduce costs. Giving countless thoughts and respect for nature; and care towards the materials that we use, rather than discarding them because they do not meet certain standards of size and appearance, the materials are put back into the production process and turned into products for sale. Recycled products such as socks are designed from recycled yarn, and notebooks are made from recycled paper.

Similar to an expression in Japanese - “*Mottai-nai*”, which is a saying to remind oneself not to let anything goes to waste, this positive attitude is applied onto MUJI daily wear. New MUJI ION Orchard will kick start a recycling initiative named ReMUJI, in which selected aging garment stocks would be re-dyed as an effort to reduce and eliminate resources waste, while giving the product a new market value. The re-dyed collection would be sold at a lower price.

Selection of Clothing	Formulation of dye	Dyed End Product
Careful selection of suitable garments from the aging stocks for re-dying process.	The dye would be formulated depending on the original colour of clothing.	Dying process is finished and the clothings are inspected. The re-dyed series would be delivered to store and sold at lower price.

[Indigo Dyed Cotton MyBag] - *Exclusive to MUJI ION Orchard*

Available exclusively to new MUJI ION Orchard and limited at 1000 pieces only. The special series of Cotton myBag are re-dyed in beautiful indigo and are retailing at a special price of \$6.90 each. Due to the dying process, every bag has a colour variation that is unique on its own.



[Organic Cotton MyBag]

98% of the cotton used in MUJI's clothing is organic cotton cultivated without agricultural chemicals or commercial fertilizers for three or more years. With the lifestyles of not only the users but also the creators of products in mind, MUJI continues to raise the ratio of organic cotton used in the products. Currently expanding to the line of eco-friendly tote bags to be made using organic cotton, available in A3, A4 and B5 sizes.



[Autumn/Winter 2016 Collection]

Flannel – Introducing comfortable, soft woven flannel series as part of Autumn/Winter 2016 new launched collection. Classic shirts made from soft and fluffy organic cotton are available in checked and plain patterns. Brushed on both sides for double the warmth and comfort.

Opening Promotion: Further 10% off on existing 20% discount



Organic Cotton Double Knit Series (Exclusive to MUJI ION Orchard) – Lightweight and slightly stretchable, the special double knit technique traps a layer of air which allows easy cleaning. Available in a variety of styles, suitable for work and casual setting.



[Kids Printed Shirt Design] - Exclusive to MUJI ION Orchard

Animals and insects found in MUJI Japan campsite were used as inspirations in creating the cute printed shirt designs. 3 exclusive designs – Bear, Squirrel and Deer are new additions to the current range.

Opening Promotion: 10% off exclusive series



[Light Grey Hard Carry Case] - Exclusive to MUJI ION Orchard

Exclusive Light Grey series of the popular hard carry case would be available only at MUJI ION Orchard in limited quantity. As part of the renewal opening promotion, customers get to enjoy a **special 10% discount** and receive a set of special designed luggage stickers with each purchase. 33L (U.P. \$199), 60L (U.P. \$299)

[Personalized Coordinate Styling and Home Furnishing Advisory Service]

MUJI strives to stay relevant by maintaining good sales, and operation. We build the relationship closer to customers, by providing IA (Interior Advisor) and SA (Styling Advisor) service, as well as Order Fabric and Order Furniture to suit customer's special request. With customer's inquiry, MUJI is able to understand their request and provide better service, while learning through customer's feedback for self-improvement and sometimes exchanging knowledge with customers. Positioning as a lifestyle concept store, MUJI is able to stay relevant in the market with products that fit and eventually benefit customer's life easily.



Styling Advisors (SA) - Available at selected stores to offer professional fashion consultation on various outfit coordinates that suit customer's lifestyle. Informing the best ways to style the different types of garment material that is available, and receive advice on colour matching, sizes, outfit layering, etc. This is a complimentary service offered to MUJI customers where feedback exchanges are made so we can improve to serve customer better.

Interior Advisors (IA) - Situated at selected stores to offer complimentary consultation on varied topics, from storage solutions to room coordination, to help create a simple, pleasant life for customers. The advisors strive to hone the strength of their ideas for customers, through actual practice that include the creation of content for leaflets and layout proposals.



As part of the renewal opening special, a special gift pack would be given to the first 50 interior advisor consultation.

MUJI ION Exclusive 4 Days Special (22 Sep – 25 Sep 2016)





Renewal Opening Specials

- [22 Sep, 1pm] **Facebook Fans**
 - First 50 customers in line to like and share designated MUJI Singapore Facebook post will receive a **\$20 MUJI Gift Card**.
- [From 22 Sep] **MUJI ION Orchard Shoppers (GWP)**
 - Shoppers who spend minimum \$100 in a single receipt at MUJI ION Orchard will receive a **\$10 MUJI Gift Card**. (Limited to first 100 customers per day, while stocks last)
- [From 22 Sep] **MUJI Members (GWP)**
 - MUJI Members who spend minimum \$40 in a single receipt at MUJI ION Orchard will receive an **Eco Pouch**. (Limited to 2 redemptions per customer per transaction, while stocks last)

Value Buys, limited quantity

- **Happy Set**
Special sets exclusively packed to make happy customers!

	Men's assorted 3 piece T-shirts set at \$29 (U.P. \$53.90) Limited to 100 sets
	Men's Boxers 7 piece set at \$39 (U.P. \$90.30) Limited to 100 sets
	Men's Inner Shirts 6 pieces pack at \$29 (U.P. \$57) Limited to 100 sets
	Ladies' assorted 3 piece T-shirts set at \$29 (U.P. \$47.70) Limited to 150 sets
	Ladies' Shorts 9 piece pack at \$25 (U.P. \$47.70) Limited to 100 sets

	<p>Porcelain Toothbrush Stand 5 piece set at \$16 (U.P. \$21.50). Limited to 200 sets</p>
	<p>Portable Acrylic Mug & Colour Pens set at \$13 (U.P. \$17.80). Limited to 200 sets</p>
	<p>Gel Ink Pens 10 piece set at \$9 (U.P. \$13) Limited to 400 sets</p>
	<p>Travel Gusset Cases 2 piece set at \$29 (U.P. \$36.90) Limited to 200 sets</p>

- **Lucky Bag (Fukubukuro)**

80 sets of **Lucky Bags** (Fukubukuro) containing assorted fabric items are up for grabs, priced at **\$79** (U.P. \$106.60 - \$249.80)



- **Regular Aroma Diffuser** at **\$59** (U.P. \$89), **limited to 300 pieces only**
- **Large Aroma Diffuser** at **\$99** (U.P. \$139), **limited to 300 pieces only**
- **Beads cushion with dark brown cover** set at **\$150** (U.P. \$189), **limited to 200 pieces only**

Special Buys & Promotions

- Men's & Ladies' selected oxford short-sleeve T-shirt at **\$14.90** (U.P. \$29)
- Unisex Mesh Cap at **\$10** (U.P. \$15.90)
- Selected neck cushion at **\$25** (U.P. \$33)
- Pipe cushion at **\$49** (U.P. \$63)
- USB desk fan at **\$25** (U.P. \$39), Swing type at **\$30** (U.P. \$49)
- Curry, **5 for \$19** (U.P. \$5.90 - \$6.90)
- Instant Drinks, **3 for \$13** (U.P. \$5.60 - \$6.90)
- Soft carry case, **S size at \$79** (U.P. \$199), **M size at \$109** (U.P. \$249), **L size at \$139** (U.P. \$299)
- Exclusive light grey luggage at **10% off** (U.P. \$199 - \$299)
- Men's & Ladies' flannel series at **additional 10% off** (current 20% discount)
- 2017 schedulers and calendars at **20% off** (\$4.90 - \$33.00)
- All PP case drawers at **10% off** (\$3.90 - \$109.00)
- Exclusive kids printed shirt at **10% off** (U.P. \$14.90 - \$19.90)
- Men's & Ladies' Flannel Pajamas at **additional 10% off** (current 10% discount)

STORE INFORMATION

MUJI ION Orchard	Approx. 9300 sq ft
Opening Date	22 September 2016
Address	2 Orchard Turn, #B4-13 to 16 ION Orchard, Singapore 238801
Telephone	+65 6509 9321
Business Hours	10.00am – 10.00pm

Company Brief	MUJI (SINGAPORE) PTE LTD
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