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FOR IMMEDIATE RELEASE

MUJI Linen Collection 2017

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Linen, a well-loved material of valuable qualities

This Spring/Summer, enjoy light, breezy Linen garments that's perfect against the heat. You'll adore the soft linen pieces that exude classic elegance with a natural array of colours to choose from. In addition, this collection features outstanding moisture absorption and fast drying action.

Come and experience our latest collection of timeless fabric, where apparels are thoughtfully made for extra comfort. Shirts are put through a wash process, reducing the stiffness peculiar to linen. Pants offer an adjustable waist length with a clean-cut silhouette fitting.

What is linen?

10,000 years ago, people discovered Linen for its pleasant feel, and have since incorporated the fabric into their daily lives. In Japan, more than 10 types of linen are commonly used. Of them all, flax linen is said to create the softest texture with an elegant glossy appearance. It is also called the “moonlight-woven cloth” by ancient Egyptians because of its fine quality.

One trait about Linen is that the more washing it gets, the smoother it becomes. In fact, it has even been said that the texture turns out to be more beautiful after several years of use. From the day you first pick it up, you are setting a long term relationship with a high quality lifestyle.

Muji knows the functions of Linen, hence producing lifestyle products with the fabric as well.



A softness nurtured by the land and breeze

One of the products' origins of MUJI was discovered at Flanders district which crosses the borders of France and Belgium. It is a vast and fertile land with the right amount of rainfall and breeze that sways the stalks, hence nurturing strong yet pliant fibres. There, experienced farmers have been making linen for many generations. All these were ideal for the cultivation of flax, the raw ingredient of linen. Out of the many production areas, this chosen district proved excellent in the production of good quality linen.



Preference to the passage of time

Amongst other natural fibres, linen is an especially strong fibre. When linen is wet, it becomes 'stronger', a characteristic that reflects a deeper expression. To Linen, the passage of time is not wear and tear. In fact, it changes to a more lovable wear.

MUJI introduces its linen products that are comfortable, durable, environment-friendly, and lasting to wear over a long period of time. Wearing your favourite linen as frequently as you want enhances the attractiveness of the linen itself.





Clothes to block the Sun

A sweater treated to protect your skin from more ultraviolet rays than regular clothing. With great absorbency, it is quick to dry, keeping you comfortable all day long.

Model wearing: French Linen UV Cut V-Neck Sweater (available from 16 March), French Linen Easy Wide Cropped Pants.



The texture of linen in a soft, relaxed design

Soft and comfortable with the great natural texture of French linen. Trousers with just the right feel to keep you cool in summer and skirts that drape gently and softly.

French Linen Relaxed Fit Trousers / Skirt



Durable ribbing for long-lasting wear

The rib knit is reinforced with stretchy thread to prevent the sagging that usually comes with ribbing. This is a knit with the softness and crispness of French linen that also cuts exposure to UV rays.

Naturally Cool.

Linen is one of the best natural materials for staying cool. A classic wear containing natural slubs that embraces an unrefined, organic tactile look and feel.

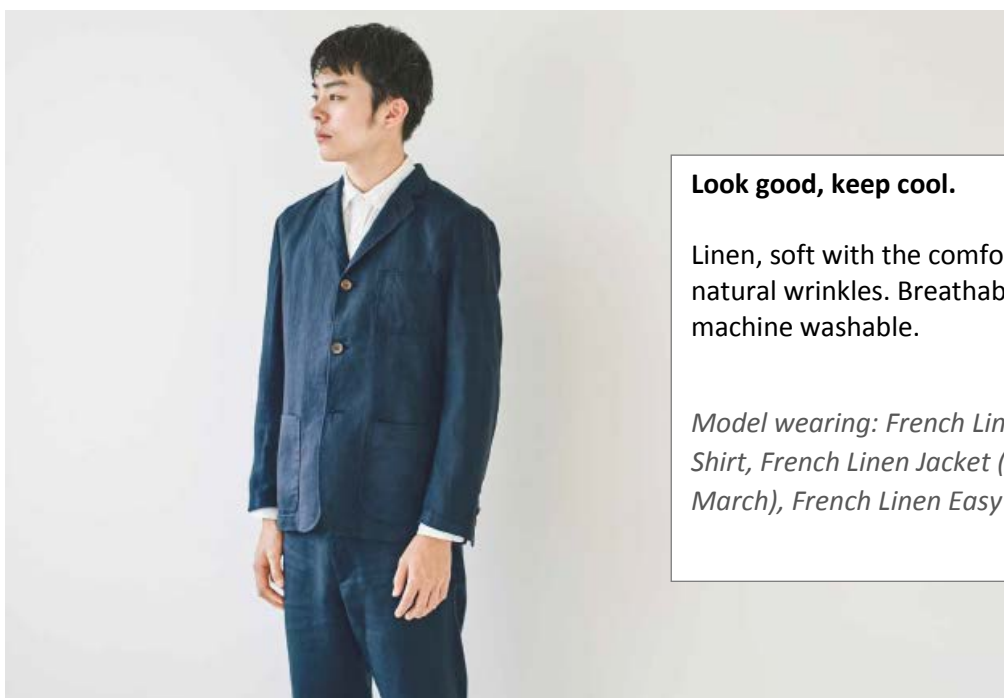
Model wearing: French Linen Pre-Washed Shirt, French Linen Maxi Skirt (available in 2nd phase launch).



Stay cool in spring and summer with French linen

A cape with openings for the arms in a silky, smooth French linen. Treated to cut exposure to UV rays, it's also a great piece to shade you from the sun.

Model wearing: French Linen UV Cut Cape Stole with Openings for Arms



Look good, keep cool.

Linen, soft with the comfortable pleasure of natural wrinkles. Breathable, quick drying and machine washable.

Model wearing: French Linen Pre-Washed Shirt, French Linen Jacket (available from 16 March), French Linen Easy Trousers.



You'll love the feel.

A classic shirt with softness of French Linen. Design in a length and width that pairs well with other items.

Model wearing: French Linen Pre-Washed Short Sleeve Shirt(available in 2nd phase launch).

Price range: Ladies' \$49 - \$79 / Men's \$49 - \$119

Launch Plan: First Phase – 8 March (Long Sleeves Series) / Second Phase – 5 April (Short Sleeve Series)

Please note that the garment range featured are subjected to availability at different stores.

2017 Linen Collection – New Features & Highlights



- Featuring more stripe designs inspired by traditional Japanese patterns.

- Introducing new silhouette for Ladies' range such as wide silhouette for the pants, tops and dresses with drop shoulder design or differing lengths for the front and back hem.



- Men's Linen Jacket features three button design and a change in the pocket shape for a more casual look to achieve easier outfit coordination (Available at selected stores).

- The latest French Linen knitwear features a unique glossy character of Linen with UV Protection characteristic.



- French Linen bottoms are enhanced with an elastic waistband for ease of wear. The linen skirts are made from the same fabric as the shirts to become more lightweight.

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