



MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE

15 July 2016

10th MUJI Store and 2nd Café&Meal Open at Raffles City!



Artwork by Illustrator:
Lee Xin Li | Pok Pok and Away



Located in the heart of Singapore's Central Business District, MUJI Raffles City has a store space spanning over 10,600 square feet, retailing a wide mix of merchandise ranging from garment, household to food items. MUJI provides the basic necessities in life with products that often convey the philosophy behind of not "This is what I want" but "This will do".

The design concept of each item revolves around simplicity, yet plays a significant functional role to better our everyday life.





MUJI Interior Advisor Service



MUJI Styling Advisor Service

MUJI within Raffles City is easily accessible as the Shopping Centre is conveniently linked directly to City Hall MRT Interchange Station and the Esplanade MRT station along the Circle Line. In our 10th store, expect to find **MUJI Interior Advisors** who provide Home Furnishing consultation services if you require recommendations for a space-efficient home, and **MUJI Styling Advisors** for their advices on outfit coordination to suit the different occasion with a broad range of MUJI garments that could cover you from head to toe!



Besides our consultation services available in-store, MUJI Raffles City offers **'Made-to-Order' Fabric and Furniture service** where customers get to customize their preferred material, design, size and color for the assorted types of fabrics such as Curtains, Sofa Covers and Rugs to complement the theme of their homes. In addition, selected MUJI Oak Furniture is customizable based on individual preferences.

With positive customer's feedbacks in consideration, the new store will be the 3rd in Singapore to carry an extensive line of **Baby and Kids wear**. For the little joy in our lives, we have added a new fixture – a special round table flown in from Japan for the use of displaying Kids wear which can be found exclusively at MUJI Raffles City. Shop for a bundle of adorable choices ranging from tops, bottoms to accessories suited for different age group.



MUJI Greens



Liven up your workspace or home with MUJI Greens that require little maintenance. The greens are planted in *Pafukaru*, a spongy material shaped like a pot that is used to substitute soil. It is light-weight, clean, and able to retain both water and air for plant growth and sustainability. A great starter for first-timers at growing plants!



Alongside Café&Meal MUJI Paragon, we are thrilled to conceptualize the new store to situate the **2nd Café&Meal MUJI** in Singapore. With a 70-seats capacity, the space is friendly for office workers, families, friends gathering and people from all walks of life to dine in a comfortable and relaxing environment. Stay tuned, as there will be new dishes added to the menu. Leveraging on the ideology of 'Simple Food is Delicious', Café&Meal MUJI aims to cook as simple as possible to bring out the natural taste of ingredients which have full blessings from the sun, soil and water, and to provide healthy meals that are suitable for all ages.

About Deli Menu

Choose your choice of deli packed with various seasonal, natural ingredients for a nutritious, well-balanced and healthy meal.

Basic Set 1 – Japanese Style



Set consists of Minced Chicken, 1 Cold Deli, White Rice, Onsen Egg, and Miso Soup, **\$7.80**

Basic Set 2 – Western Style



Set consists of Minced Chicken, 1 Cold Deli, Bread, Hijiki, and Cream of Pumpkin and Carrot Soup, **\$7.80**

Selection of 3 Deli



Set consists of 1 Hot Deli and 2 Cold Deli, a choice of White Rice or Bread, **\$12.90**

Selection of 4 Deli



Set consists of 2 Hot Deli and 2 Cold Deli, a choice of White Rice or Bread, **\$16.90**



All-time favourite: MUJI Butter Chicken Curry cooked with added Sakura chicken and vegetables. Set includes a serving of White Rice or 10 Grain Rice, **\$14.90**

Desserts Highlights

Delectable sweet treats for everyone!



Left to right:

Caramel Egg Pudding, \$4.90 | Roasted Tea Pudding, \$5.40 | Yuzu Swiss Roll, \$6.90 | Matcha Swiss Roll, \$6.90

Drinks Highlights

Complete your meal with our wide selections of beverages.



Left to right:

Iced Milk Tea, \$4.90 | Iced Mojito Squash, \$5.90 | Iced Yuzu Squash, \$5.90 | Hot Matcha Latte, \$4.90

New Additions to our Menu!

We continuously strive to come up with new varieties of items made with fresh ingredients on the menu at affordable prices to cater to more individual taste and likings.



Chicken Nanban Donburi, \$14.90

****Exclusive at Café&Meal MUJI Raffles City only!***

Ten grain rice with Chicken Nanban in tartar sauce, topped with avocado, mesclun salad, fresh cherry tomato and daikon sprouts.



Soy-Sansho French Fries, \$6.90

French Fries with soya sauce powder and parmesan cheese seasoning, finish with a light touch of sansho spice.

Latest Hot and Cold Deli Launch

Hot Deli, \$4.80 per dish (a la carte)

Cold Deli, \$2.80 per dish (a la carte)



Left to right:

(Hot Deli) Baked Salmon with Miso Sauce

(Hot Deli) Roasted Sakura Chicken with Sesame Crust

(Cold Deli) Baked Sweet Potato Cake

(Cold Deli) Salad with Sakura Chicken and Mixed Beans

Enjoy Deli set + Drink / Dessert + Drink at \$1 OFF!

T&C Apply.



Fully occupied seats in Café but short of time to wait and rushing for a meal? Not to worry as we provide take-away set with a complete 3-deli meal.

Set consists of 1 Hot Deli, 2 Cold Deli and Rice.

Take-away Special at \$1 off! (U.P. \$12.90)

Ordering Flow



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



2 Place your order at the food showcase, following 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.

MUJI Raffles City Opening Specials

- **28 July only:** First 50 customers in line to like and share designated MUJI Singapore Facebook post will receive a **\$20 MUJI Gift Card**.
- **From 28 July:** Shoppers who spend minimum \$100 in a single receipt at MUJI Raffles City will receive **Limited Edition Cotton myBag** and **10% MUJI Voucher**.
(Limited to first 200 customers per day; while stocks last)
- **28 July – 10 August:** MUJI Members get to enjoy **x2 MUJI\$** during this promotion period. And if it's your birthday month, you will receive **x3 MUJI\$**! **Valid at all stores*
- **28 July – 10 August: MUJI Raffles City** Shoppers spend minimum \$70 to become **MUJI Member**. *(Usual qualifying spending is at \$100)*
- **28 July – 31 July:** Receive a **MUJI Notebook** with minimum \$30 purchase in a single receipt. Present the notebook at the Calligrapher table for a **FREE name or quote calligraphy!**
Session timings as follow:
Session 1, Thursday 28 July 6pm - 8pm
Session 2, Friday 29 July 6pm - 8pm
Session 3, Saturday 30 July 2pm – 4pm
Session 4, Sunday 31 July 2pm – 4pm
- **From 28 July: Cafe&Meal MUJI Gift-with-Purchase**
Customer to receive a pair of **Limited Edition Cafe&Meal MUJI chopsticks** with any deli set or basic set meal purchase. (While stocks last)

4 DAYS SPECIAL ONLY!

28 July – 31 July 2016

- Men's Border T-shirt at **Any 2 for \$20.00**
- Selected Ladies' Wear at **Less 50%**
- Selected Men's & Ladies' Linen Wear at **Less 30%**
- Polyester Soft Carry Case at **Less 50%**
- Ribbed Midi Shorts (3pcs pack) at **\$9.90** (U.P. \$15.90)
- USB Desk Fan at **\$25.00 & \$30.00** (U.P. \$39.00 & \$49.00)
- Acrylic Mug Cup at **\$10.00** (U.P. \$12.90)
- Selected Well-Fitting Neck Cushion at **\$25.00** (U.P. \$33.00)
- Curry at **Any 2 for \$10** (U.P. \$4.90 - \$7.90)

Limited pieces only!

- MUJI Beads Cushion + Selected Covers at **\$100.00 & \$169.00** (U.P. \$189.00 & \$248.00)
- Regular Aroma Diffuser at **\$59.00** (U.P. \$89.00)
- Large Aroma Diffuser at **\$99.00** (U.P. \$139.00)

Exclusive at MUJI Raffles City

- Paraglider Cloth Hanging Box Case at **Less 50%**
- Selected Passport Case at **Less 50%**

STORE INFORMATION

MUJI Raffles City Retail Store Café&Meal MUJI	Approx. 10600 sq ft Approx. 8700 sq ft Approx. 1990 sq ft
Opening Date	28 July 2016
Address	252 North Bridge Road, #02-020/20A/22 Raffles City Shopping Centre Singapore 179103
Telephone	+65 6264 4189
Business Hours	10.00am~10.00pm Café&Meal <i>Last Order at 9.15pm</i>

Company Brief	MUJI (SINGAPORE) PTE LTD
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For press previews and further queries, please contact

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