



MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE

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OPENS 03 JULY 2014

**Changi Airport,
Departure / Check-in Hall,
Terminal 2**

Good Travel, Good Products

In 2008, “MUJI to GO” opened its first store in Hong Kong. And in August 2012, based around the theme of ‘*From Japan to the world*’, Muji starts “MUJI to GO” worldwide campaign (a collaboration with All Nippon Airways) to promote family togetherness through awarding an all-paid travel expenses trip “To the back of the Earth”. Currently, the store has presence in Japan, Hong Kong, Taiwan, Korea, Europe, and USA. And in 2014 today, “MUJI to GO” has come to our shores and is operating in Singapore Changi Airport.

Developed from the concept of Travel & Mobile; “MUJI to GO” is an exclusive travel store only found in Airports around the world that focus on the basics essentials of needs for mobility and comfort that showcase the convenience in travel and also enhances the travel shopping experience. “MUJI to GO” emphasizes exclusive single items with the travel capability surrounding concepts of being capable, portable, pocketable and foldable.

Muji offers many quality products that revolve around compactness, functionality and comfortability - for all your journeys. It brought together a range of useful travel items, exploring possibilities to offer unique ‘travel and mobile’ concepts for travelers who are on the move. Muji is pleased to bring to you the items that make your preparations and travel time pleasant, and overnight stays comfortable. “MUJI to GO” is simply a one-stop-shop for people on the go.

Prominently located at Changi Airport Terminal 2 #026-024-01, Departure/Check-in Hall North, “MUJI to GO” expects high traffic at its store in the public area. The shop is brightly lit and the sufficient store space and layout ensures comfort and ease when shopping. You will find range of compact and versatile items that are not only carefully selected for function, but can also be for your everyday use.

“Good things for a bon voyage”

“MUJI to GO” have you prepared for a comfortable travel experience while stocked with brilliant accessories and practical travel items for your next adventure.



1. Neck Cushion, 2. Nylon Assorted Case, 3. Portable Skin Care, 4. Fragrance, 5. Cotton Linen Multi Cape, 6. Tag Tool Led Light



MUJI to GO Narita Airport, Tokyo



MUJI to GO Centrair Airport, Nagoya



MUJI to GO Kitte Marunouchi, Tokyo



MUJI to GO JFK International Airport, USA



MUJI to GO ST Lazare, France

About MUJI VivoCity

MUJI VivoCity had a successful Soft Opening Launch on Wednesday 18 June 2014, being the largest store in Singapore. It showcases the latest furnishing concept from Japan, bringing to you a wider range of home and living displays and selections. Besides this, MUJI VivoCity is also the first store in Singapore to introduce Muji Kids Line that invited many roars of excitement by customers. With Muji's 8th store that exudes a cozy and warmth feel to all that step in, it brings the shopping experience to a greater height.

MUJI at VivoCity #02-198



Furniture – Pavilion Concept



Cozy Ambience



MUJI KIDS



New Living & Dining Table & Chair

Grand Opening of MUJI to GO Terminal 2 & VivoCity

MUJI to GO Terminal 2 and VivoCity will each hold their Grand Opening today with opening ceremony officiated by Ryohin Keikaku Co., Ltd. President, Mr Masaaki Kanai, Senior Managing Director, Mr Satoru Matsuzaki, and representative from each respective mall. The closed-door event will be graced by media and corporate guests, accompanied with celebratory programs including Ribbon Cutting ceremony for MUJI to GO Terminal 2 and Lion Dance performance at VivoCity. Media interview sessions with Mr Masaaki Kanai will also be held at Muji VivoCity.

With the additions of two more stores in Singapore, Muji continues to strive for providing good quality products at lower prices, with focus on product development which clearly convey the development perspective, using the catchphrase, "Naruhodo(Indeed) MUJI".

MUJI to GO T2 Grand Opening Special – 03 July 2014

- **Free limited edition MUJI to GO Luggage Tag:** Spend min. \$20 and receive a free MUJI to GO Luggage Tag.
- **Free exclusive MUJI to GO postcard:** With any purchase.
- **Neck Cushion:** Selected Travel Neck Cushion @ \$25.00 (U.P. \$33.00)
- **Aroma Diffuser:** Limited to 50pcs only. @ \$69.00 (U.P. \$89.00)

Muji VivoCity Grand Opening Special – 03 July 2014

- **Free Cotton MyBag:** Spend min. \$30 and receive a free MUJI Cotton MyBag.
- **\$10 Muji Gift card:** Spend min. \$100 and receive a free \$10 Muji Gift card.
- **Aroma Diffuser:** Limited to 100pcs only. @ \$69.00 (U.P. \$89.00)

Store Name	: MUJI Terminal 2
Opening Date	: 03 July 2014
Address	: 60 Airport Boulevard #026-024-01 Departure/Check-in Hall North Terminal 2 S819643
Store size	: Aprox. 685 sq ft
Business Hours	: 07:00 am to 11:00pm

Company Brief	: MUJI (Singapore) Pte Ltd
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• Changi Airport Terminal 2