

MUJI

無印良品

MUJI HOTEL BEIJING OPENING IN AUGUST

This August, MUJI opens its second hotel location in Beijing with 42 rooms and also featuring a MUJI store, MUJI Diner, and Café&Meal MUJI.



MUJI HOTEL BEIJING

The MUJI HOTEL has been designed to reflect an anti-gorgeous, anti-cheap concept. The goal is to offer great sleep at the right price, provide a space supporting both body and soul while away from home, and connect travellers to local communities. Travel has become part of our daily lives. It has evolved from the extraordinary to the ordinary, from something in which we participate to something we create. MUJI HOTEL provides an answer to this shift in demand. Cooperating with MUJI stores, the HOTEL seeks to provide a physical experience of the MUJI philosophy through the texture of the towels, the placement of outlets and light switches, menu and venue of the restaurant, and more. The Shenzhen location opened on 18 January 2018. Another one in Ginza, Tokyo is scheduled in spring 2019.

LOCATION

With wonderful views of Tiananmen Square, MUJI HOTEL BEIJING is located in a corner of central Beijing that still retains the atmosphere of China's spectacular court culture. In addition to the World Heritage sites, the hotel is close to parks where you can join the locals simply enjoying everyday life. There are also narrow hutong alleys that provide a glimpse of the old Beijing lifestyle in traditional siheyuan courtyards. Some of the neighbouring shoe and tea shops date back to the Qing dynasty and traditional sellers of steamed buns are shrouded in clouds of steam. Today, they stand side-by-side with intimate, modern-style cafes. To savour these local attractions, MUJI HOTEL BEIJING guests may call by the hotel's BOOK LOUNGE to learn more or rent a bicycle and explore.

MUJI HOTEL FEATURES

Materials and lighting are carefully selected to promote a good night's sleep, with excessive decorations and unnecessary complexity eliminated. Each guest room incorporates natural materials such as diatomaceous earth, linen, cotton, and stone, bringing out their natural functionality and textures. Guest rooms are available in six types and standard amenities include many of the same items sold in MUJI stores.

Room type	Area (m ²)	No.	Bed	Room Charge (RMB)
A	22	3	Double	550
B	18~25	17	Double	700
C	20~34	5	Double	900
D	43~48	3	Double	1,300
E	42~56	13	Double / Twin	1,600
F	75	1	Twin	3,000

Check-in 14:00; Check-out 12:00

Standard amenities and fixtures: toothbrush / toothpaste / razor / shower cap / cotton balls / cotton swabs / shampoo / conditioner / body wash / hand soap / refrigerator / safe / electric kettle / hair dryer / wall-mounted CD player / Wi-Fi



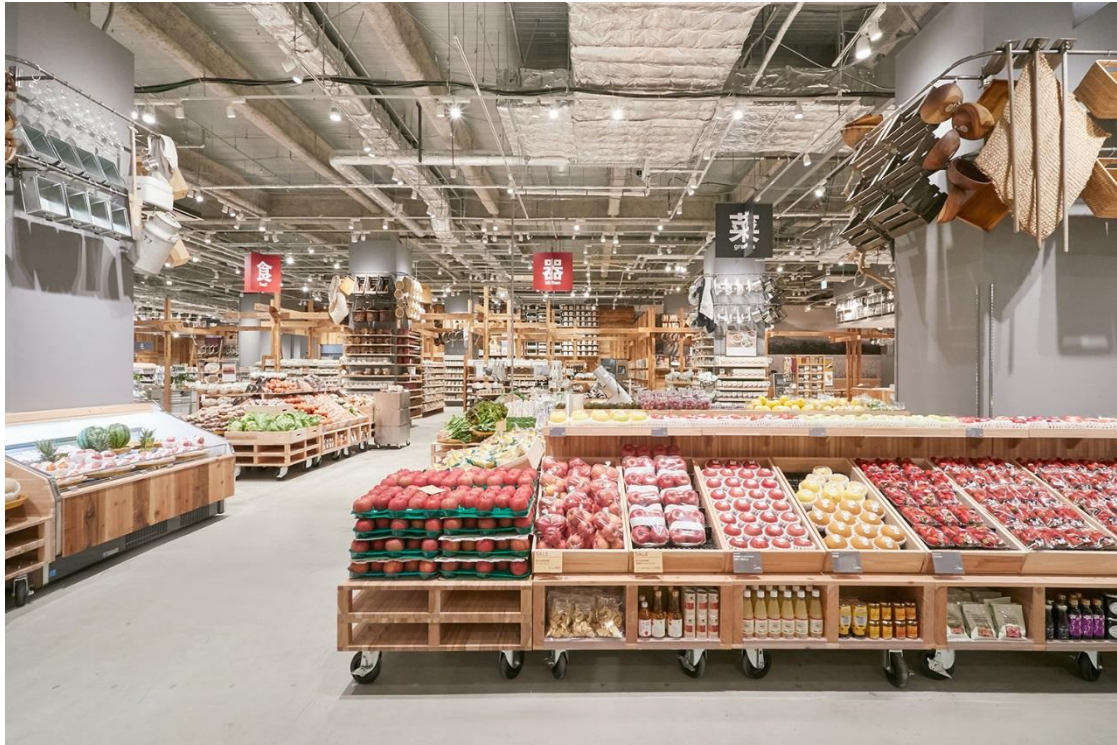
Rooms at MUJI HOTEL BEIJING

OVERVIEW OF THE HOTEL

Name:	MUJI HOTEL BEIJING
Location:	21-2 Lang Fang Tou Tiao, Meishi Road, Xicheng District, Beijing, P.R. China
Grand Opening:	August 2018
Management:	UDS Hotel Management (Beijing) Co., Ltd.
Guest rooms:	Total 42
Floors:	1 - 4
Restaurants:	MUJI Diner: 96 Seats (4thFloor)
Café&Meal MUJI:	82 Seats (ground floor)
Other facilities:	BOOK LOUNGE, business centre, utility room, parking lot for 515 cars (for total Beijing Fun location)
Official Website:	https://hotel.muji.com/en/ (available in Japanese, Chinese and English)

WORLD'S LARGEST MUJI STORE OPENS IN AEONMALL SAKAIKITAHANADA, OSAKA

The world's largest MUJI store has opened in AEONMALL Sakaikitahanada, Osaka. The 4,300 m² store has been expanded since it first opened in 2010 and since reopening in March 2018 now boasts a large fresh produce market, a Café&Meal MUJI restaurant, and a food court.



MUJI AEONMALL

MUJI FOOD

MUJI's new food section was established with the aim to provide customers with an opportunity to rediscover the relationship between food and people through connections and interactions with producers and production sites. MUJI first began selling farm produce at MUJI Yurakucho, Tokyo, in July 2017. This new store is offering direct-from-the-farm products on a larger scale: seasonal vegetables and fruits are produced locally in south Osaka; fresh fish are directly sent from local fishing ports; meat includes Agu pork shipped directly from original farms in Okinawa, Miyazaki Herb Premium Japanese Black beef developed together with the producer, and other quality beef from Hokkaido (Holstein).

In addition to the fresh produce selection, a range of groceries including original dashi stock, dried food, seasonings, and freshly baked breads chosen on the basis of MUJI's no-brand concept are available in-store. MUJI has also introduced food speciality staff or "food concierges" who provide food tastings and can provide recommendations and answer customer questions.

At the 48 seat food court, customers can enjoy handmade delicatessens, freshly made yogurt, mixed juice, and sponge cake bites on site. The store has also been expanded to allow for new food experiences to be introduced, including cookery classes for learning recommend cooking methods for seasonal ingredients from local chefs.

MUJI SUPPORT

MUJI has striven to continuously develop products that are centred on the lives of their customers and to strengthen this the brand has introduced MUJI SUPPORT, a platform where skilled MUJI staff will offer solutions for customers at dedicated counters in-store. The MUJI SUPPORT staff will be specially trained to deal with queries such as room design and organisation as well as work with customers on made-to-order furniture and product requests. For instance, if a customer comes into the store with a broken lid from a MUJI teapot the MUJI SUPPORT staff will be able to offer a replacement lid or if someone would like to order a MUJI table but would need it to be 5cm narrower MUJI SUPPORT can offer consultation.



MUJI AEONMALL

OPEN MUJI

Open MUJI is a space to propose what MUJI thinks, and to think, communicate, and act together with customers and the local community. The store has a number of projects planned for working

with local businesses, authorities, schools, creators, and editors in this new space including a variety of food-themed events.

STORE DETAILS

Store name	MUJI AEONMALL Sakaikitahanada / Café&Meal MUJI AEONMALL Sakaikitahanada
Location	1F AEON MALL Sakaikitahanada 4-1-12 Higashiasakayama-cho, Kita-ku, Sakai, Osaka, Japan
Opening hours	10:00 – 21:00
Sales area	3931.45 m2 (before expansion: 400.73 m2) Café&Meal MUJI: 386.31 m2
Opening day	20 March 2018

MUJI OPENS NEW STORE IN BARCELONA, REFRESHES EXISTING STORE IN TORINO

MUJI plans expansion in Spain with a new store opening and a refresh of the store in Torino, Italy.

BARCELONA, SPAIN

MUJI is opening a Barcelona store in Spain on Passeig de Gracia in the beginning of December 2018. This flagship store will occupy 1,200 m² across 3 levels and including spaces for children's clothing, embroidery, click and collect. The store will also sell the new MUJI Food.

TORINO, ITALY

MUJI Torino will close in 10th September for 3 weeks for a full store refresh, reopening on 29 September.

www.muji.com

#MUJI

About MUJI

MUJI was founded in Japan in 1980 as an antithesis to the habits of consumer society at that time. Foreign-made luxury brands were gaining popularity at the same time poor-quality, low-priced

goods were appearing on the market, which had a polarizing effect on consumption patterns. MUJI was conceived as a critique of this prevailing condition, with the purpose of restoring a vision of products that are actually useful for the customer and maintain an ideal of the proper balance between living and the objects that make it possible. The concept was born of the intersection of two distinct stances: no brand (Mujirushi) and the value of good items (ryohin). MUJI began with three steps: selecting materials, scrutinizing processes, and simplifying packaging. MUJI's concept of emphasizing the intrinsic appeal of an object through rationalization and meticulous elimination of excess is closely connected to the traditionally Japanese aesthetic of "su" — meaning plain or unadorned — the idea that simplicity is not merely modest or frugal, but could possibly be more appealing than luxury.

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