

MUJI



Prelude

Japanese retailer MUJI focuses on simplicity, with its fashion and homeware products designed to complement the lifestyle of today. The global brand has a strong and growing presence in Australia, expanding its existing offering in Chadstone Shopping Centre in 2019 to open its largest Australian store.

Mkt. was engaged as the brand's PR and communications partner to launch the relocated and expanded store and also raise awareness for the autumn and winter garments range. Alongside traditional and non-traditional media relations, Mkt. also supported MUJI with strategic influencer relations and event management activity.

Stories told

As MUJI's PR and communications partner, Mkt. supported the store opening and new garments range by generating positive media and influencer coverage. Media wins were achieved across a range of national, online, business, fashion and lifestyle publications.

Following an exclusive feature article in The Age introducing consumers to the new store and reporting on the brand's growing popularity and footprint in Australia, additional media coverage was achieved in local metro and lifestyle publications.

The MUJI Chadstone store opening generated a significant amount of media and influencer wins and the VIP event was well attended, developing a number of key long-lasting relationships for the brand. Mkt. assisted with event and invitation management, managing the guest list of influencers and media to ensure positive outcomes.

Alongside traditional media activity for the event, Mkt. also created bespoke MUJI kits to gift VIP attendees to introduce influencers to the new store, create social noise and also provide content creation opportunities.

To raise awareness of the MUJI 2019 autumn and winter garments range, Mkt. developed a strategic influencer relations program to forge authentic influencer collaborations, introduce their followers to the new range and generate positive coverage. Media coverage was also achieved in a wide range of fashion, lifestyle and women's weekly magazine for individual garments.

Happily Ever After

- The stories we've told: **137**
- The social posts shared: **170**
- Those who have read our stories: **105,399,382**
- **Coverage highlights:**

- Fairfax (The Age/Sydney Morning Herald)
- News.com.au
- WHO
- Herald Sun
- Broadsheet
- Concrete Playground
- Traveller
- The Weekend Australian
- Urban List
- Fredrika Akander
- Kirsten Anderton
- Kirsty Wu
- Josie Barber
- Ruby Brownless
- Lucy Brownless



BROADSHEET

The Largest Muji Store in the Country Is Coming to Melbourne

The cult Japanese retailer is opening a mammoth 1700-square-metre concept store, adding furniture never before available in Australia, interactive workshops, a coffee bar, bookstore and genderless, log-free basics from its Labo line.



377 Muji Melbourne (top photo) Photography: Large/Orbitals

Available 4 May 2019 10:00AM - 10:00PM

SHARE

Locos of minimalist style will be happy to hear that cult Japanese brand Muji is opening a huge new concept store in Chadstone Shopping Centre, the biggest. And at 1700 square metres, it's the biggest Australian ever yet.

The retailer first opened its doors in Melbourne in 2013, and has opened up with its practical, environmentally friendly and aesthetically pleasing products.

The new store will feature all of Muji's well-loved minimalist clothing, small goods, alcohols, cutlery and bedding. The store space will be used to:

THE AUSTRALIAN

MUJI WOMEN'S DOWN HOODED COAT \$199.95

This lightweight, water-repellent coat is made with Australian down certified under the Responsible Down Standard, an international benchmark that ensures best practices in animal welfare. The outer shell is polyester while the garment is lined with nylon. The high collar, wrist cuffs and front zip with additional press-stud fastening help to keep the cold out. Available in black, navy, khaki and brown. MUJI has stores in Canberra, Sydney and Melbourne.



shaurbirley @ Follow
Elastic, Queensland, Australia

shaurbirley @ Bring style and practicality to the streets of Australia! Struggling with the intense and unexpected drop in temperature. So I'm layering up with two @muji_au essentials for winter, the non-itchy turtle neck and the puffer jacket for that early morning coffee run. On top of that it's 100% Aussie down. #muji_au #muji #styletravel #shaurbirleystyle #mujipartner

muji_au Looking suave in @muji_au, thank you for the support!

Mkt.