

September 30, 2022

Largely comprises items under 500 yen fundamental to daily life

## New Retail Concept “MUJI 500”



TOKYO – September 30, 2022 - Ryohin Keikaku Co., Ltd. ("Ryohin Keikaku") announced today a new retail concept “MUJI 500” where product lineup heavily comprises items fundamental to daily life for 500 yen or less under the aim of supporting the daily lives of customers. The first “MUJI 500” store, “MUJI 500 ATRE VIE MITAKA” launched today in JR Mitaka Station.



In our medium-term business plan from September 2021 released last year, we have set as one of our missions to provide products and services that are essential to daily life, with genuine quality and ethical value, at fair and affordable prices in order to become an indispensable part of daily life for people. We continue to improve product development through “selection of materials”, “streamlining of processes”, and “simplification of packaging” in order to provide genuine quality at affordable prices even as inflation hits products fundamental to daily life.

Approximately 70% of the product lineup at “MUJI 500” comprises daily necessities under 500 yen, tax inclusive. Specific items include: detergents, cleaning products, kitchenware, paper products such as kitchen paper, toiletries such as toothbrushes and toothpaste, skincare products such as facial toner, shampoo and conditioner\*, underwear and socks, stationery such as notebooks and

pens, food such as soup, curry, and snacks. The sales floor space will be more compact than that of a regular MUJI store, and stores will be opened in areas where customers can easily visit daily, such as stations near residential areas as well as downtown and uptown.

\*Skin care products, shampoos, and other items will be sold at prices of 500 yen or more.

"MUJI 500 ATRE VIE MITAKA" will sell approximately 2,000 items of daily necessities priced at 500 yen or less, for a total of approximately 3,000 items.

We plan to expand our lineup of daily necessities under 500 yen by approximately 100 items in the spring/summer of 2023 and plan to launch 30 "MUJI 500" stores, mainly in central Tokyo, by the end of February 2023, then 20 additional stores per annual after that.

**【Store Information】**

Store Name	MUJI 500 ATRE VIE MITAKA
Address	〒181-0013 3-chōme-46-1 Shimorenjaku, Mitaka, Tokyo (4F floor of ATRE VIE MITAKA)
Hours of Operation	10:00~21:00
Sales Floor	181.82 m <sup>2</sup>

For press inquiries, please contact

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