

Japanese brand opens seventh store at Suria KLCC

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Representatives from Muji, Suria KLCC Sdn Bhd and Embassy of Japan officiating at the opening of Muji Suria KLCC.

MUJI Malaysia, the Japanese brand known for its various products from furniture to food, has opened its seventh branch at Suria KLCC.

The store officially opened its doors last week where inside comprises 7,000 square feet of retail with a warm and relaxing ambience complete with interior and display fixtures made from natural materials.

The Suria KLCC branch is aimed to be Malaysia's pre-eminent Muji store with special services that also includes health and beauty items, make-up tester tables and interior adviser service.

Muji KLCC also provides an embroidery service, which is an exclusive feature at the Suria KLCC store for now.



Muji store staff are happy to help customers at the store.

“The philosophy we have in our company is to be able to serve a purpose to society and we do that by providing them the day-to-day items they need such as furniture and clothes,” said Muji representative Miho Takagi.

Takagi said they want to be able to do that without pushing their brand name, hence the name Muji, which is a simplified saying in Japanese that means “no brand, quality products”.

“As you can see, there is no logo on any of our products. We want the customer to be reminded of where they get the products by themselves when they use it.

“This way, we will get loyal customers who will return when they like our products.”



The selection of furniture at Muji stores is inspired from the Japanese way of living.

The company started with just 38 items in its first store in Japan, and now it carries 3,000 items in Malaysia for consumers here, Takagi added.

Muji is growing at a steady pace and is located in 28 countries worldwide to promote the Japanese way of living.

“We find people in Malaysia to be very receptive of our products and that the most popular items here are the same ones in Japan and Singapore. We are confident that we can expand our business here for the locals,” she said.

Other products in Muji include footwear, travel items, luggage, furniture, food and home accessories.

Also present were representatives from Muji Sdn Bhd and the Embassy of Japan.

Muji is located at Lot No 201A-C (Ampang Mall), Level 2, Suria KLCC, Kuala Lumpur and opens from 10am to 10pm.