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MUJI to Open Flagship Stores in France, Thailand, and Vietnam

Scheduled to launch in key shopping districts of Paris, Bangkok, and Ho Chi Minh City
starting this winter



Ryohin Keikaku Co., Ltd. (Bunkyo-ku, Tokyo; President: Satoshi Shimizu), which operates MUJI, will open MUJI flagship stores in France, Thailand, and Vietnam.

Ryohin Keikaku aims to be part of people's daily necessities by providing products that enrich everyday life, in order to contribute to the creation of a "Truthful and Sustainable Life for All." As of the end of August 2025, MUJI operates 1,474* stores worldwide—717 in Japan and 757 overseas—continuing to expand globally.

By opening MUJI's first European flagship store in Paris, we aim to resume store expansion in the region and drive renewed growth in Europe. In addition, by launching flagship stores in key shopping districts of Bangkok and Ho Chi Minh City, we will accelerate our growth across Southeast Asia. These initiatives will also contribute to enhancing brand recognition of MUJI in each country, while strengthening the profitability and performance of existing stores.

MUJI first entered Europe in 1991 with a store in London, followed by its first Paris store in 1998. Today, MUJI operates 32 stores across nine European countries. In Paris, widely regarded as the economic and cultural center of Europe, MUJI will open a new flagship store around autumn to winter in 2026 on Rue de Rivoli—one of the city's busiest and most prominent shopping streets. With a sales floor of approximately 600 tsubo (approx. 1,980 m²), among the largest-scale in Europe, this store will serve as a key hub for MUJI's brand recognition and business growth in the region.

MUJI opened its first store in Thailand in 2006—MUJI Central Chidlom—inside the Central Chidlom department store in Bangkok. Since then, MUJI has actively cooperated with local businesses and communities, developing locally sourced products tailored to Thai lifestyles. MUJI now operates 39 stores in Thailand. In recognition of these efforts, MUJI Retail (Thailand) Co., Ltd. was awarded the "Brand Store of the Year (Thailand)" award at the Retail Asia Awards 2025, which honors companies in the Asia-Pacific retail industry for outstanding achievements in areas such as business performance, innovation, and operational excellence.

The new flagship store will be located in Central World, one of Bangkok's most prominent commercial complexes, attracting both local shoppers for everyday shopping and international tourists. With a sales floor of 988 tsubo (approx. 3,270 m²)—the largest in Southeast Asia—the store will offer a comprehensive product lineup that embodies MUJI's worldview and serve as a presence that resonates across Thailand and the broader Southeast Asian region.

MUJI entered the Vietnamese market in November 2020, opening its first store in Ho Chi Minh City at the same location where the upcoming flagship store will be launched. As of now, MUJI operates 17 stores across Vietnam. To mark the fifth anniversary of the first store, it will undergo renovation and expansion to become a flagship store—one of the largest in Southeast Asia. By reopening this centrally located store as a flagship, MUJI aims to establish it as a key hub for sharing information and promoting its brand throughout Vietnam and the broader Southeast Asian region. By expanding the development and availability of items made using Vietnam's local production strengths, MUJI seeks to support the daily lives of local customers and contribute to the region's manufacturing activities.

Ryohin Keikaku will continue to accelerate MUJI's global expansion.

*Store count includes licensed stores, Café&Meal MUJI, and IDÉE.

■ Flagship Store in France

- Scheduled Opening Dates: Around Autumn–Winter 2026
- Location: Rue de Rivoli, Paris
- Features:

Over 600 tsubo (approx. 1,980 m²) of sales floor—among the largest-scale in Europe—with the most extensive product lineup in the region. The store will embody MUJI's worldview while incorporating interior design elements that harmonize with culture of Paris.

■ Flagship Store in Thailand

- Scheduled Opening Dates: Friday, November 28, 2025
- Location: 4th Floor, Zone I, Central World, Bangkok
- Features:

The largest MUJI store in Thailand and Southeast Asia, with 988 tsubo (approx. 3,270 m²) of sales floor, will offer an extensive product lineup and a unique shopping experience befitting a flagship store. In addition to MUJI's standard product offerings from Japan, the store will feature newly developed items tailored to local lifestyles in Thailand, including Household goods and Food created specifically for the flagship store launch.



■ Flagship Store in Vietnam

- Scheduled Opening Dates: Within 2025
- Location: 35 Bis-45 Lê Thánh Tôn, Bến Nghé, Quận 1, Ho Chi Minh City
- Features:

With a sales floor of 905 tsubo (approx. 2,990 m²), the largest MUJI store in Vietnam and among the largest in Southeast Asia. Under the theme of "Natural Materials, Gentle on the Skin, and Better Sleep", the store will offer MUJI's full range of product categories to support everyday life in Vietnam. In addition, a selection of locally developed products will be available exclusively at this store.



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