



Image\_MUJI Hollywood



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## MUJI SANTA MONICA

Japanese lifestyle brand MUJI will open its second Los Angeles location, located on Main Street in Santa Monica, at 10am on **Friday, June 20, 2014.**

In advance of the grand opening, MUJI Santa Monica will host a press preview, followed by a pre-opening *Pre-Opening Shopping Night* event (open to both the press and the public) on Thursday, June 19. Preceding these in-store events, MUJI will also hold a special talk between its president Masaaki Kanai and Hitoshi Abe, chair of UCLA's Department of Architecture and Urban Design, on Wednesday, May 28 at Venice Arts. The event will be open to the public.

MUJI Santa Monica will serve as a local haven for customers seeking a wide array of products, rooted in a simple aesthetic and streamlined through a careful elimination of gratuitous elements. MUJI products aspire toward modesty, making them adaptable in terms of style and accessible in terms of price, and their production processes and packaging also emphasize reduced waste. In line with this philosophy, the 6,300-square-foot Santa Monica store will offer a diverse but carefully edited product range including apparel, kitchenware, tableware, furniture, interior and storage accessories, stationery, skincare, bags and suitcases—a one-stop shop where customers can pop in for a t-shirt or notebook, sauté pan or bed frame.

MUJI Santa Monica  
2936 Main Street  
between Kinney Street and Pier Avenue  
310-566-8345  
Open Friday, June 20, 2014  
Hours Mon – Sat, 10 a.m. – 8 p.m.  
Sun 10 a.m. – 7 p.m.

Like a compact department store, MUJI offers accessible go-to items across diverse product ranges.

Cotton sneakers ①, foldable travel cases ②, and toning water for the face ③ highlight of MUJI products in apparel, travel and skincare.

Extensive housewares include MUJI's system of cleaning tools ④. In furniture, stacking wood shelves ⑤, for example, combine seamlessly with MUJI's stationery and storage ranges ⑥.

"MUJI offers products that customers often rely on every day, so we feel it's important for our stores to be nearby to serve their daily needs. We hope to continue providing stores in customers' neighborhoods or, that is, in places 'close to their lives,'" said Asako Shimazaki, President of MUJI USA LIMITED.

"MUJI sees Santa Monica as a place that has many sides—nature, city, refinement, culture—and sees the people there as having lifestyles rich with experience. This is the kind of place where MUJI has the most to offer," Ms. Shimazaki added. "We think the appeal of MUJI products will be apparent to people who know how to enjoy life, who understand the intrinsic nature of objects, and who see the world in a way that enables them to make choices about what kinds of things are most important in life."

The press preview and *Pre-Opening Shopping Night* event on Thursday, June 19 will give attendees a first-look at the Main Street space and product offerings. MUJI will give a complimentary notebook and "my-bag" tote to the first 50 shoppers to the shopping night on the 19th and to the first 1,000 shoppers at the grand opening on Friday, June 20. Recipients can customize their notebook cover at the store's stamp station, which will include five new Santa Monica-themed stamps. The my-bag totes will feature a limited edition, Santa Monica-themed print.

In addition to the Santa Monica's in-store events, MUJI will hold an open-talk event on Wednesday, May 28, at nearby Venice Arts. Led by MUJI President Masaaki Kanai and Hitoshi Abe, Chair of UCLA's Department of Architecture and Urban Design, the talk, *MUJI Meets Southern California*, will provide insight into MUJI's distinctive approach to design. The talk will be moderated by Brooke Hodge, Director of Exhibitions and Publications, Hammer Museum. It is open to the public.



**PRESS PREVIEW**

Members of the press are invited to tour the new store before the grand opening. The president of MUJI USA LIMITED will be available to answer any questions.

Press Preview  
Thursday, June 19, 2014  
4 – 6 p.m.

**PRE-OPENING SHOPPING NIGHT**

MUJI invites the public to the Santa Monica store the evening before the grand opening to be the first to shop at the new store. The first 50 shoppers will receive a complimentary my-bag tote and notebook. Any and all are welcome to attend the free event, but an advance reservation is required.

*Pre-Opening Shopping Night*  
Thursday, June 19, 2014  
6 – 9 p.m.  
Reservations can be made at:  
[mujishopping.peatix.com](http://mujishopping.peatix.com)

\* OPEN TO PUBLIC

**TALK EVENT***MUJI Meets Southern California*

On **Wednesday, May 28**, MUJI will hold an open talk event between its president Masaaki Kanai and UCLA professor Hitoshi Abe at Venice Arts in Los Angeles.

The talk will be a chance to hear the thoughts of two speakers who were raised in the context of Japanese aesthetics but who are currently operating on the international stage: Abe, an architect active for many years in Los Angeles, and MUJI (represented by Kanai), which has been active globally for many years but is a recent arrival to southern California.

Kanai is president of Ryohin Keikaku (MUJI). He has worked there since its founding. His work primarily involved product development and merchandising in the company's housewares division, one of MUJI's three main product divisions. He entered Ryohin Keikaku in 1993 but was involved with the brand earlier through his work at Seiyu Stores, as MUJI was originally a private label company of Seiyu. He was appointed president in 2008.

Abe is chair of UCLA's Department of Architecture and Urban Design. As an architect, he worked at the Los Angeles office of Coop Himmelblau from 1988 and founded his own firm in 1992. His projects span small homes, bars and restaurants to museums and stadiums. He was the subject of two monographs, published by Toto in 2005 and Phaidon in 2009. As an educator he was appointed professor and chair of the UCLA Department of Architecture and Urban Design in 2007. In 2010, he was appointed the Paul I. and Hisako Terasaki Chair in the Study of Contemporary Japan as well as Director of the UCLA Paul I. and Hisako Terasaki Center for Japanese Studies.

Attendees will receive a Santa Monica-themed "my bag" tote and travel mug with specially designed graphic insert.

Talk: *MUJI Meets Southern California*  
A Talk with MUJI President Masaaki Kanai and UCLA Professor Hitoshi Abe  
Moderator: Brooke Hodge, Director of Exhibitions and Publications, Hammer Museum  
Date: May 28, 2014 (Wednesday)  
6:30 - 8:00pm (doors open at 6:00)  
Location: Venice Arts, 1702 Lincoln Boulevard  
Tickets: Free, advance reservation required  
Reservations can be at: <http://mujitalk.eventbrite.com>

\* OPEN TO PUBLIC



The MUJI name derives from the company's original name in Japanese: *mujirushi ryohin*, meaning "no branding, good products." MUJI started in Japan in 1980 and now has nearly 400 stores domestically. It opened its first store outside Japan in London in 1991, adding over 250 since then. MUJI Santa Monica will be its ninth in the US (five in and around New York City and four in California).

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