

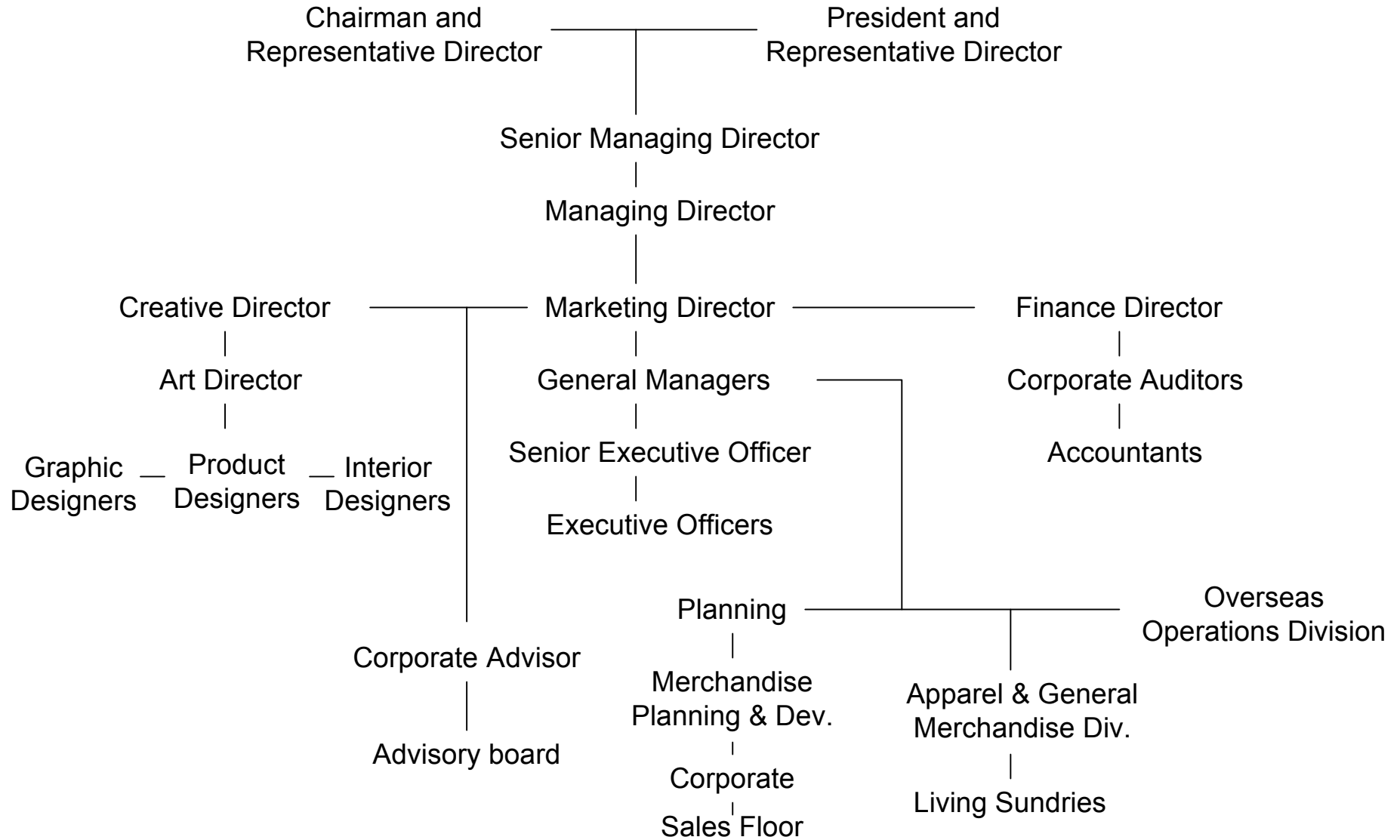


Mujirushi Ryohin - No brand, Quality products

MUJI Concept

- ✓ Simplicity achieved through a complexity of thought and design
- ✓ careful elimination and subtraction of gratuitous features and design unrelated to function
- ✓ Concept derives from constant questioning of obtaining the best from an individual's point of view
- ✓ Modesty and plainness
- ✓ In its deliberate pursuit of the pure and ordinary, achieves the extraordinary

Organisation Chart



Origin and Business modus operandi

- ✓ Developed in early 1980s as a private brand of Seiyu discount department store, with 9 household products and 31 foods
- ✓ Owned by Ryohin Keikaku company in 1989, till now (Capital ¥100million)
- ✓ With main principle to develop new, simple products at reasonable prices



Design and its Benefits

- ✓ Designed based on traditional Japanese minimalist aesthetics
- ✓ Simplification of packaging, to highlight the products' natural colors and shapes
- ✓ Careful selection of best materials while considering environmental issues
- ✓ Provide rational satisfaction to customers, “this will do” rather than “this is what I want”
- ✓ Lowers extent of reconciliation and discontent of customers
- ✓ “Lower price for a reason”
- ✓ Natural and simple design proposes rational lifestyles for today's world
- ✓ Grown to present day carrying 7,000 over products

Roles and Responsibilities of Muji Designers

- ✓ Understand and review the basic essence of products
- ✓ Understand the lifestyle and needs of consumers
- ✓ Able to design products, retaining the natural colors and essence of the material
- ✓ Consistently coming out with innovative new product designs

Criteria for Muji Designer

- ✓ Minimalist, able to appreciate the natural essence of every product and material
- ✓ Commitment to moderation of all things, except quality
- ✓ Able to strike a tricky balance between Muji's 'no brand' policy and high quality design
- ✓ Openness, modesty and honesty within the designer, which will in turn be 'instilled' into Muji's products
- ✓ Constantly asking 'what could be the best from an individual's point of view
- ✓ Good product and lifestyle design portfolio
- ✓ Muji Award - International Design Competition

How Muji design affects all departments

- ✓ Entire company steering towards the idealistic image of 'less is more'
- ✓ Basic packaging means less efforts in manufacturing
- ✓ Low manufacturing cost - higher budget
- ✓ Marketing and sales personnel - not about image of fashion or flamboyance but rather of stylish and sophistication achieved through simplicity and 'realness'
- ✓ No brand, let the product speak for itself
- ✓ No desire or interest to 'spice up' marketing of Muji product as there's 'no branding' of Muji
- ✓ No branding, has in fact become the 'branding or identity' of Muji, and its various departments

Market Receptiveness

- ✓ No design, can be good design
- ✓ Grows 'hunger and addiction' to Muji products
- ✓ No frustration of choosing a particular theme, material or design - everything is in its natural form and of a basic concept
- ✓ Universality of Muji Products
- ✓ "Everything is no logo, but you can tell it's Muji by the design and material"
- Bill Gibson
- ✓ If everything of Muji could fit into your house and complement each other perfectly, why bother shopping elsewhere?
- ✓ Public has become more particular in being 'environmentally friendly'

Designed to be a Differentiator, Coordinator and Transformer

