

Japanese furniture and home-furnishing retail company opens first Nitori flagship store in Hong Kong (with photo)

Japanese furniture and home-furnishing retail company Nitori Holdings Co Ltd held an opening ceremony for its first Nitori flagship store in Hong Kong today (September 21), to be officially opened for business tomorrow, as part of its ongoing expansion plan to enhance its presence in the Asian region.

The flagship store is located in a large shopping mall in Kowloon Bay and occupies about 20 000 square feet. It showcases more than 5 500 items of furniture and daily necessity products, ranging from sofas and dining tables and chairs to wardrobes, beddings, cutlery and more, according to the General Manager of Nitori Hong Kong Co Ltd, Mr Ei Sugiura. The company also operates an online store to offer additional convenience to its customers in Hong Kong.

He said, "Nitori has around 1 000 stores globally and we pledge to provide the foundation of prosperous home living to the global community. We would like to accelerate our growth within the Asian region. Hong Kong being one of the most important cities in the world has a business-friendly environment. We are excited to open our first store to bring Nitori products to the city. We target to open 20 stores here by 2032."

He added, "Hong Kong has long been one of Asia's top tourist destinations, attracting many sophisticated international and Mainland visitors to the city. It is an ideal place for us to showcase Nitori products to the world and continues to raise our brand awareness in the major markets."

The Chief Marketing Officer of Invest Hong Kong (InvestHK), Ms Edith Wong, attended the opening of Nitori's flagship store in Hong Kong today. She said, "Hong Kong has outstanding logistical infrastructure, a strong pool of marketing talent and an impressive number of both local and visiting customers, making it an excellent location for retail brands to expand globally. I wish Nitori every success with its continued growth in Hong Kong and beyond."

About Nitori

Founded in 1967 in Hokkaido, Japan, Nitori offers a wide range of household goods from large-scale furniture to tiny home accessories at a competitive price with the best quality. With the great support from customers and business partners, Nitori has opened 793 stores in Japan and 142 stores in Mainland China, Taiwan, Malaysia, and Singapore, with a total

of 935 stores operating around the world. For more information, please visit www.nitori.com.hk.

About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For a photo, please visit: www.flickr.com/photos/investhk/albums/72177720311296771.

