April 1, 2025

To members of the press

World Co., Ltd.
Narumiya International Co., Ltd.

Narumiya International Opens First petit main Store in Taiwan to Launch Overseas Expansion in Collaboration with World's Overseas Business Development Division

Narumiya International Co., Ltd. (head office: Minato-ku, Tokyo; President, Representative Director and Chief Executive Officer: Hirotaka Kunikyo) opened the first overseas store for its petit main clothing brand for babies and children in Taiwan on Thursday, March 27, in the Mitsui Shopping Park LaLaport TAIPEI NANGANG. The Company launched the store in collaboration with the Overseas Business Development Division of World Co., Ltd. (head office: Kobe City, Representative Director of the Board, President and Executive Officer: Nobuteru Suzuki) to raise brand recognition and expand its sales channels in a drive to develop overseas markets by leveraging the Group's management resources.





petit main store (approximately 165 m²) with an open layout designed for shopping with children, located on the fourth floor of Mitsui Shopping Park LaLaport TAIPEI NANGANG

For the latest store opening, Narumiya International selected Taiwan and petit main for location and brand based on current inbound sales and its online shopping presence as it expands into overseas markets. The Company had launched the full-scale development of its cross-border EC operations in Asia last fall with the introduction of its global EC site, NARUMIYA ONLINE (https://www.narumiya-global.com/en/home/) and intends to generate synergies based on insights into customer needs from the store in Taiwan, its first physical location overseas. The Company will concentrate on developing its business in Taiwan while also promoting new store openings, mainly in other parts of Asia, to boost brand recognition outside of Japan.

Narumiya International will develop its business in Taiwan in collaboration with the Overseas Business Development Division of World Co., Ltd. and World Taiwan Fashion Co., Ltd. (http://www.worldtaiwan.com.tw/index.php). This partnership will encompass store development, marketing, and the maximization of synergies between the companies to promote global brand development.

In Japan, petit main products for babies and children, known for their reasonable pricing and trendy designs, have primarily been available in shopping centers. The Nangang store in Taiwan will offer a variety of items in a wider range of sizes, including sizes from 50 cm (newborns) to 130 cm. The Company will add to the product lineup to meet local needs, while also offering limited-edition products exclusive to the Nangang store and hosting events to showcase the brand's appeal to local customers and expand its fan base.

NEWS RELEASE

About Mitsui Shopping Park LaLaport TAIPEI NANGANG

Name: Mitsui Shopping Park LaLaport TAIPEI NANGANG
Location: No. 131, Jingmao 2nd Rd., Nangang District, Taipei, Taiwan
Access: One-minute walk from Nangang Software Park Station on the Taipei Metro (MRT Wenhu Line)
Three-minute walk from Nangang Exhibition Center Station on the Taipei Metro (MRT Bannan Line)

The store is conveniently located about 20 minutes by car from Taipei Station and 15 minutes from Taipei Songshan Airport, in Nangang Jingmao Park—a mixed-use district being developed as Taipei's new urban center, in anticipation of potential future growth. Around 280 stores, mostly retailers and restaurants, have already opened, with future additions to include a cinema and restaurant area in April 2025 and KidZania in the first half of 2026. Once complete, the development will be home to about 300 establishments.

About petit main https://www.narumiya-global.com/en/shop-by-brands/petit-main/

petit main

The brand was launched in 2011, with products for the spring/summer season and 148 stores in operation, mainly in shopping centers across Japan. Known for its focus on functionality, comfort, and high design quality, the brand offers such products as the Smile Series, created in response to feedback from both mothers and fathers.

The Taipei Nangang petit main store offers products in sizes ranging from 50 cm (newborn) to 130 cm. As part of the opening campaign, customers who made a purchase were given an original balloon featuring the petit main logo and a cute illustration of the brand characters, pupu and tete, until supplies ran out.

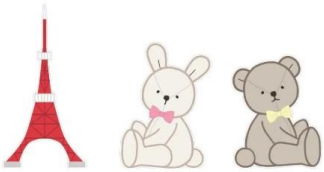
Target: Children, both boys and girls, newborns to nine years old, sizes 50 to 130 cm



A brand for girls and boys, petit main adds a childlike touch to trendy fashions with affordable prices.

"Japan × NARUMIYA characters × petit main" photo spot in the store

To commemorate the opening, a photo spot featuring Narumiya characters has been set up in the store, with motifs of Mount Fuji and cherry blossoms, offering a taste of Japanese culture. Customers can enjoy taking pictures with popular petit main characters, pupu and tete.



Two popular, original characters—pupu the bear and tete the rabbit—appear on petit main clothing and other brand items.



Inquiries:
Ayuko Abe, Public Relations, IR & Group Communication Promotion Division, World Co., Ltd. (aabe@world.co.jp)
World corporate website: https://corp.world.co.jp/english/

Hirayama, Management Planning Division, Narumiya International Co., Ltd.
Narumiya International corporate website: https://www.narumiya-net.co.jp/en/corporate/