NEWS RELEASE

July 16, 2025

To members of the press

IR & Group Communication Promotion Office,
World Co., Ltd.

RAGTAG, a Curated Secondhand Fashion Retailer First Overseas Store Opened on July 16, 2025, at One Bangkok, Thailand

Aiming for growth in the secondary market, the company begins global expansion

On July 16, 2025 (Wednesday), "RAGTAG," a curated secondhand fashion retailer specializing in designer brands, opened its first overseas store at One Bangkok (Witthayu Rd, Lumphini, Pathum Wan, Bangkok 10330), a new large-scale commercial facility in the heart of Bangkok, Thailand. The store is operated by WORLD SAHA (THAILAND) CO., LTD., a joint venture established in January this year between WORLD Co., Ltd. and SAHA GROUP. The company will establish a business foundation for "Rag Tag" in Thailand and the ASEAN market, and will rapidly advance market-responsive expansion.

* For the release on the establishment of the joint venture in Thailand, please visit https://corp.world.co.jp/news/company/2024/12203/



Opening on the 2nd floor of "The Storeys," a space housing apparel and accessories within One Bangkok (approximately 165m²)

"RAGTAG" is a provider of selected secondhand items, operated by Tin Pan Alley CO., LTD., a subsidiary of the World Group, with 24 stores across Japan. "It offers a unique business model featuring over 5,000 carefully curated high-quality designer items, combined with exceptional in-store customer service, earning it a strong following among fashion-conscious customers.

For this new expansion of resale business in Thailand, we dispatched management personnel from World Co., Ltd. and Tin Pan Alley has been developing local staff in store operation and sales expertise. In addition, we enhanced the logistics management and procurement of luxury merchandise by utilizing SAHA Group's network and achieved a satisfactory product lineup. The store interior design has been handled by ASPLUND Co., Ltd., a design firm within the World Group that specializes in commercial facilities and luxury hotels, creating a stylish and open space.

Furthermore, we will launch an e-commerce platform in Thailand and will strengthen its integration with the brick-and-mortar stores. We are also considering a store pickup service, which is popular among users of "Rag Tag" in Japan, and the sales strategy targeting tourists in the tourist destination of Bangkok, while expanding awareness of "Rag Tag" through owned media and other channels. The pop-up event held last spring allowed us to gain an understanding of local best-selling brands, sizes, and price ranges. Going forward, we will continue to capture market needs and establish a solid business foundation not only in Thailand but also in the rapidly growing ASEAN market at an early stage.



The store space created by ASPLUND Co., Ltd. offers an easy selection of products by category, which ensures a pleasant shopping experience.



“RAGTAG” has a strength in OMO in Japan as well. In Thailand as well, we aim to attract more fans both at physical stores and online.
https://ragtagthailand.com/

Overview of local subsidiary　*World Group

Company Name	WORLD SAHA（THAILAND） CO., LTD.
Head Office	530 Soi Sathupradit 58, Bangpongpang, Yannawa, Bangkok 10120, Thailand
Date of Establishment	January 2025
Representative	Hayato Motegi
Paid-in Capital	THB 90 million (World Co., Ltd. owns 49%)
Business	Development of resale business (RAGTAG business) in Thailand

About One Bangkok

With a total site area of 172,800 square meters in Thailand's largest integrated development district in central Bangkok, the project was developed with an investment of 120 billion baht. Located at the corner of Wireless Road and Rama IV Road and directly connected to the city's rapidly expanding urban transit system, One Bangkok offers a work environment that enhances work-life quality, a shopping experience, luxury residences, a hotel offering the highest level of hospitality, a world-class live entertainment arena, an arts and cultural presence, and 80,000 square meters of public space.
*From the One Bangkok website: https://www.onebangkok.com/en/

About “RAGTAG”　https://ragtag-global.com/

RAGTAG

“RAGTAG" opened its first store in Harajuku, Tokyo in 1985 and currently operates 24 stores in Japan. The company purchases 700,000 items annually, and all purchased items are managed by experienced buyers in a central warehouse, checked for authenticity and repaired before being sold. In addition to in-store sales, OMO was implemented online at an early stage, providing an enjoying way to select secondhand items.



Exterior view of the flagship "RAGTAG" Harajuku store

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HOMEPAGE URL　https://corp.world.co.jp/english/