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For Immediate Release

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

RAGTAG Opens First Taiwan Store at Breeze Nan Shan, Taipei on November 21

Fashion-First Approach to Pre-Owned Luxury Distinguishes Brand from General Secondhand Retailers

Opening Event to Feature Taiwanese Fashion KOLs

TAIPEI, TAIWAN — World Co., Ltd. (Headquarters: Kobe, Japan; President & CEO: Nobuteru Suzuki) announces the opening of RAGTAG's first Taiwan location on November 21, 2025, at Breeze Nan Shan in Taipei. RAGTAG, a curated pre-owned fashion retailer specializing in designer and luxury brands, is operated by World Group company Tin Pan Alley Co., Ltd.

Located on the 4th floor of Breeze Nan Shan in Taipei's premier Xinyi District, the 178-square-meter store will leverage the facility's strong brand presence and affluent customer base. By combining RAGTAG's fashion-focused curation, rigorous authentication and condition standards set by experienced buyers, and refined shopping experience, the store will offer a value proposition distinct from general-purpose secondhand chains. With a focus on luxury, international labels, and leading Japanese designer brands, RAGTAG aims to quickly establish a strong position in Taiwan's fashion resale market.

Key Highlights

- **Opening November 21, 2025, on 4F of Breeze Nan Shan (178 sqm)**
- **Specializing in designer and luxury fashion; differentiation through expert curation, authentication, and styling services.**
- **Concurrent launch of Taiwan-dedicated e-commerce platform with integrated OMO experience.**
- **Opening event featuring Taiwanese fashion Key Opinion Leaders (KOLs) who regularly shop at RAGTAG stores in Japan.**
- **Strategic expansion roadmap from Taipei to Taichung and Tainan.**



Store located on the 4th floor of Breeze NAN SHAN / Store area: 178 square meters

■Market Context and Strategic Positioning

Japanese brands, particularly in the casual segment, have gained significant traction in Taiwan, with strong support among younger consumers. At the same time, the resale market is expanding due to diversifying fashion and lifestyle preferences and rising sustainability awareness.

Unlike general secondhand chains that handle broad categories of apparel and goods, RAGTAG specializes exclusively in designer and luxury fashion. The brand differentiates itself through a "fashion-centric value proposition" that encompasses expert curation based on buyer expertise, authentication and condition standards, and personalized styling guidance. By leveraging the premium positioning of the Xinyi District location, RAGTAG will cultivate a sophisticated, high-end customer base.

■ Store Features and Differentiation Strategy

Expert Curation

Each piece is individually selected across designer, luxury, contemporary, and elevated casual categories, reflecting seasonal trends and Taipei market preferences. The assortment emphasizes Japanese designer brands to deliver a truly distinctive selection.

Quality Assurance

Only items vetted by dedicated buyers—authenticated, condition-assessed, and professionally repaired or restored as needed—are offered for sale, ensuring customers can trust the value and quality of every piece.

Elevated Shopping Experience

The store features RAGTAG's latest design concept with intuitive layouts and clear sight lines. Knowledgeable staff with strong aesthetic sensibilities provide personalized styling suggestions, including fit guidance and outfit coordination.

Location and Floor Synergy

The 4th floor of Breeze Nan Shan hosts a concentration of Japanese multi-brand fashion retailers, creating natural synergies between Japanese fashion brands and the resale concept. RAGTAG will offer a distinctive product lineup spanning high-end luxury to elevated casual brands, aligned with consumer preferences.

■OMO Strategy and Expansion Plans

A Taiwan-dedicated e-commerce platform will launch simultaneously with the store opening. The first year will feature a broad assortment centered on inventory from Japan, supplemented with locally-sourced pieces.

Looking toward year two, RAGTAG plans early introduction of local buy-back and special-order services to prioritize securing sought-after products tailored to local customer preferences. By integrating physical retail and e-commerce through OMO (Online Merges with Offline), RAGTAG will deliver both convenience and discovery.

Building on success in Taipei, the company plans strategic expansion to Taichung and Tainan while developing a comprehensive buy-back network to support sustainable business growth across Taiwan.



A stylish, open space inspired by select shops

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About Breeze NAN SHAN

Breeze Nan Shan is a mixed-use development that opened in January 2019 in Taipei's Xinyi District. The property features 4 basement levels and 48 above-ground floors with approximately 54,000 square meters of total floor area. The retail component (B2 to 7F) houses 140 stores. Located adjacent to Taipei 101 and directly connected to the MRT Taipei 101/World Trade Center station, the complex sits in one of Taipei's most prestigious areas, surrounded by luxury residences, corporate offices, retail destinations, and hotels.

*Official website: https://www.breezecenter.com/

About "Rag Tag" https://www.ragtag.jp/

RAGTAG

RAGTAG opened its first store in Harajuku, Tokyo in 1985 and currently operates 24 stores throughout Japan. With an annual purchase volume of 700,000 items, all merchandise is centrally managed by experienced buyers and undergoes rigorous authentication checks and professional repairs before sale to ensure quality. RAGTAG pioneered OMO integration early, seamlessly connecting physical stores and online channels to provide customers the joy of discovering exceptional pre-owned fashion pieces.



The flagship "Rag Tag" Harajuku store

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