NEWS RELEASE

March 18, 2026

To the Media

Corporate Communication Division
World Co., Ltd.

World Group Establishes Hong Kong Subsidiary as Strategic Gateway to Asia

Popular Japanese Jewelry Brand "COCOSHNIK" Makes Hong Kong Debut

World Co., Ltd. (Headquarters: Kobe, Japan; President & CEO: Nobuteru Suzuki) announced today the establishment of its Hong Kong subsidiary, World Fashion (Hong Kong) Co., Ltd., on December 12, 2025, marking a major milestone in the company's Asian market expansion strategy.

Hong Kong, attracting over 30 million visitors annually, represents one of Asia's premier shopping destinations and a thriving affluent market with per capita GDP exceeding US$50,000. Capitalizing on these geographic and economic advantages, World Group has positioned this new subsidiary as a strategic hub for accessing mainland China and Southeast Asian markets through three core business pillars: Brand Development, Circular Economy, and Wholesale Operations.

Launching this initiative, the acclaimed jewelry brand "COCOSHNIK" makes its Hong Kong debut on March 18, 2026. Hong Kong's jewelry market, valued at over HK$60 billion annually, presents significant growth opportunities for Japanese brands known for exceptional craftsmanship and sophisticated design—qualities highly valued by Hong Kong's discerning affluent consumers.

COCOSHNIK will operate a pop-up store at SOGO Causeway Bay through August 31, 2026, gathering insights into local customer preferences and purchasing behaviors to inform the planned opening of a permanent flagship store in 2027.

■ Strategic Rationale

World Group's medium- to long-term vision, the "World Fashion Ecosystem," positions overseas expansion as a critical growth engine. Hong Kong serves as the cornerstone of our Asian strategy for three compelling reasons:

1. Gateway to the Greater Bay Area (GBA)

Direct access to mainland China's GBA—a dynamic economic zone encompassing 86 million people and US$1.7 trillion GDP

2. High-Net-Worth Market Leadership

Home to the world's third-largest billionaire population with exceptional purchasing power

3. Asian Trend Laboratory

A cosmopolitan marketplace where diverse international consumers converge, serving as an ideal testing ground for Asian expansion

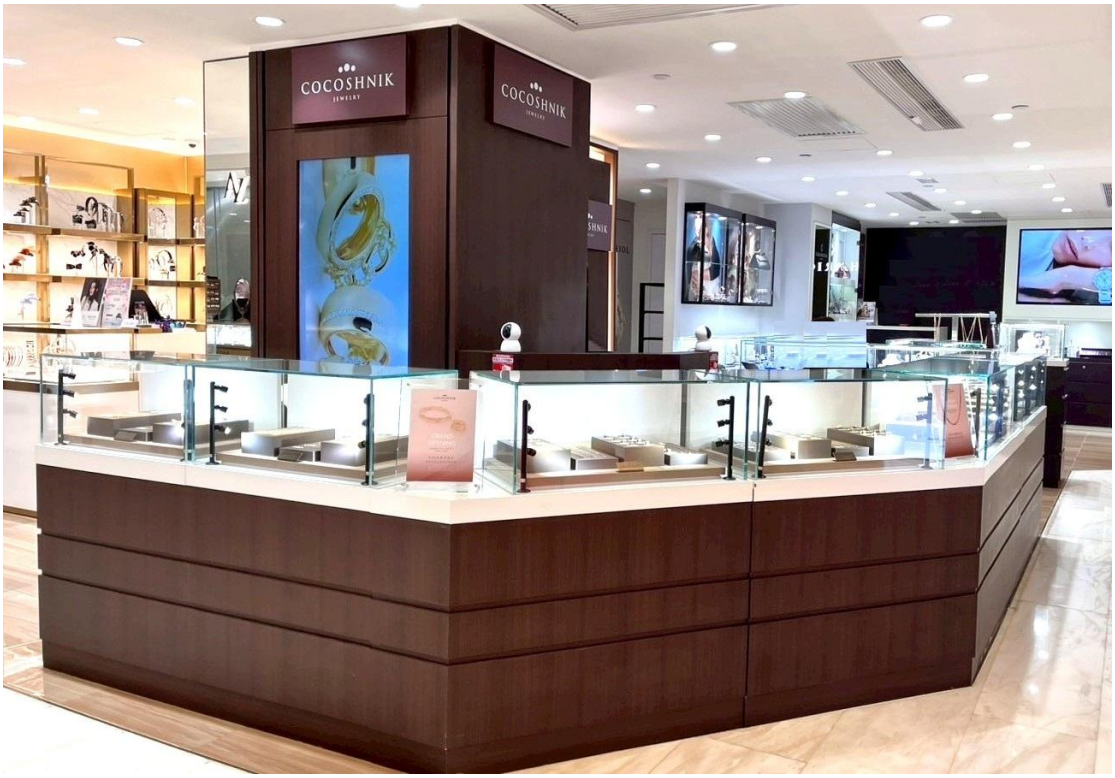
From this strategic platform, World Group will accelerate expansion throughout mainland China and Southeast Asia.

■ Three-Pillar Growth Strategy: Brand, Circular, Wholesale

1. Brand Business

Hong Kong's jewelry market is experiencing rapid growth in the "accessible luxury" segment—distinctive design paired with attainable pricing. COCOSHNIK, operated by COCOSHNIK Co., Ltd., perfectly addresses this market opportunity with its hallmark Japanese artisan craftsmanship and sophisticated, original designs.

The brand has demonstrated strong appeal to international tourists in Japan, particularly visitors from Hong Kong and Taiwan. Building on this proven track record, COCOSHNIK launched its Hong Kong pop-up at SOGO on March 18, 2026, to validate customer demand and refine its market approach before opening a permanent flagship store in spring 2027, with plans for multi-store expansion across Hong Kong, Macau, and beyond by 2030.



COCOSHNIK Pop-Up Store at SOGO Causeway Bay

[COCOSHINIK Pop-Up Overview]

Location	SOGO Causeway Bay 2/F
Address	555 Hennessy Road, Causeway Bay, Hong Kong
Dates	March 18 (Wed) – August 31 (Mon), 2026
Hours	Mon–Thu, Sun: 10:00–22:00 Fri–Sat: 10:00–22:30
Brand Website	https://store.world.co.jp/s/brand/cocoshnik/

2. Circular Business

Sustainability consciousness is surging among Hong Kong's young affluent demographic, driving rapid expansion in the luxury resale market. RAGTAG, a curated pre-owned designer boutique operated by TIN PAN ALLEY CO.,LTD., differentiates itself through expert curation of designer and luxury items, professional authentication services, and elevated customer experience—far beyond conventional resale chains.

Following successful launches in Thailand and Taiwan in 2025, where stores exceeded performance targets within three months, RAGTAG will bring its proven model to Hong Kong. The company plans to open its first Hong Kong location in summer 2026, expanding to three stores by 2028. Beyond sourcing premium inventory from Japan, Hong Kong stores will establish local consignment and resale cycles, positioning RAGTAG as a leading luxury resale platform across Asia.

3. Wholesale Business

World Group has cultivated strong wholesale partnerships in Hong Kong, successfully distributing the golf brand "adabat" and women's fashion brands "OPAQUE.CLIP," "index," and "Couture Brooch," earning recognition for products precisely tailored to local market preferences.

NARUMIYA INTERNATIONAL Co., Ltd., 's baby and children's brand "petit main" is accelerating Asian market penetration, having opened one Taiwan store and two Hong Kong stores in 2025. Capitalizing on robust demand from mainland Chinese tourists visiting Hong Kong, the brand plans aggressive expansion over the next three years.

Moving forward, World Group will systematically introduce new brands while diversifying distribution channels beyond department stores to include shopping malls, standalone boutiques, and e-commerce platforms. This hybrid model combining company-operated retail and wholesale distribution will drive expansion throughout mainland China and across Asian markets.

[Overview of Local Subsidiary]

(1) Name	World Fashion (Hong Kong) Co., Ltd.
(2) Address	Flat C, 9th Floor, Wing Cheong Commercial Building, 23 Jervois Street, Central, Hong Kong
(3) Representative	President Reiko Yoshida (Group Executive Officer, Head of Overseas Business Development Office, World Co., Ltd.)
(4) Date of Establishment	December 12, 2025
(5) Business Activities	Development of brand business, reuse business, and wholesale operations within Hong Kong

For more information, please contact:
Sunakawa, Corporate Communication Division, World Co., Ltd. ysunakawa@world.co.jp
WORLD Kita-Aoyama Bldg., 3-5-10 Kita-Aoyama, Minato-ku, Tokyo 107-8526, Japan
*Previous releases are available on our website.
HOMEPAGE URL https://corp.world.co.jp/english/