

Japanese retail giant Miniso arrives in SA

Japanese fashion and beauty retail chain Miniso has launched in South Africa with an official opening at Menlyn Park Shopping Centre in Pretoria on Saturday, 5 August. The flagship store is the second Miniso outlet to open in the country with 50 more stores planned.



The retailer was founded in Tokyo in 2013 by Japanese designer Miyake Junya and Chinese entrepreneur Ye Guofu. A member of the Saiman Holdings Group, Miniso has opened more than 2,000 stores in over 50 countries since its inception. According to the company, its international success is aligned with its core brand proposition of selling "intelligent consumer products".

With a philosophy of "fast fashion coupled with simplicity", Miniso offers over 3,000 different types of products in the following categories: Consumer Goods, Health & Beauty, Jewellery & Accessories, Creative Homeware, Digital Products, Stationary & Gifts and Seasonal Products, to name a few. Its product offering is updated every seven days.

The company says it aims to offer high-quality products that are affordable and accessible. Phoebe Dongxiang, Miniso HR director says, "Our aim is to design and manufacture excellent goods at honest prices, taking into account the earth's resources and the environment to fully respect nature and the essence of the product. The personalised, smart shopping experience is what consumers in 2017 crave and we have an exceptional offering with something for everyone."

“ Did you know that the [@miniso_za](https://www.miniso.co.za) store is open at [@MenlynSA](https://www.menlyn.co.za)? Pop in and say hi! You'll love everything they have to offer  pic.twitter.com/o4Wi4YXXN7— RED Marketing (@Red_Lifestyle) [August 2, 2017](https://www.facebook.com/redmarketing) ”

Miniso stores are opening first in Gauteng and are available at Maponya Mall in Soweto and Menlyn Park Shopping Centre in Pretoria. The next stores set to open are in Forest Hill in Kyalami and Norwood Mall in Johannesburg. The Durban and Cape Town store launches will take place in September 2017.