



## LOVE LIFE. LOVE MINISO

**MINISO** is a variety store that specializes in high-quality, reasonably priced household and consumer goods designed for a price conscious and sophisticated shopper. Founded in 2013 by Japanese Designer Junya Miyake and Chinese Entrepreneur Ye Guofu and is now headquartered in Guangzhou, China and has opened over 2,600 stores in less than four years.

As one of the world's fastest growing retailers, the brand's ambitious approach to expansion has been successful in markets including Asia and Australia. With a goal of opening 6,000 stores globally by 2020, **MINISO**'s rapid-fire growth has averaged at 80 to 100 store openings per month.

**MINISO** prides itself on the emphasis and importance of customization of their products. They've carefully considered the needs and lifestyles of Canadians and have curated a mix of high-quality and stylish lifestyle products, which include, but are not limited to cosmetics, home furnishings, electronic accessories, stationery, kitchenware and more. With new products launching every month, stores and consumers will benefit from the rapidly changing product assortment and the latest fashion trends in record time.

**MINISO** is set to open between 30 and 50 stores in Canada throughout 2017/2018, focusing on Vancouver, Toronto and Montreal, as their primary targets and aspire to open as many as 500 stores in Canada in the coming years.

### EXPANSION PLANS

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National Expansion

### SPECIFICATIONS

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Open Air sites, Enclosed Shopping Centres & High Streets from 3,000 to 3,500 sq. ft

### TEAM MEMBERS

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#### ENCLOSED MALLS & EXTERIOR LOCATIONS

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### WEBSITE

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[www.miniso.ca](http://www.miniso.ca)

