

The first-ever “TRAVELER’S notebook & company” event in Taiwan!
**「"TRAVELER'S notebook & company" in TAIWAN
 at the eslite bookstore」**

Saturday, September 6th, 2014 The Eslite Bookstore Táizhōng Yuán Dào
 Sunday, September 7th, 2014 The Eslite Bookstore Dunnan

Designphil Inc., a design company with its headquarters in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida, has announced that the company will hold a users’ event, "TRAVELER'S notebook & company" in TAIWAN at the eslite bookstore], on Saturday, September 6th and Sunday, September 7th, 2014, in Taiwan. This is the first event held in Taiwan for users of “TRAVELER’S notebook & company,” a hot-selling series under the company’s product brand, “MIDORI.”

“TRAVELER’S notebook” debuted in March 2006, to be a series of “notebooks to accompany you everyday on your travels.” Thanks to its major advantages – the simple yet natural texture, and the fact that you can customize your TRAVELER’S as you want to, the series has found countless users in many regions of the world, both inside and outside Japan, irrespective of age or sex.

In addition to “TRAVELER’S FACTORY,” the flagship store of “TRAVELER’S notebook & company,” in Naka-Meguro, Tokyo, the second flagship store, “TRAVELER’S FACTORY Airport,” opened in July this year, which attracts many people from Asia and the rest of the world.

This time, the company is holding the first-ever users’ event of TRAVELER’S in Taiwan, where numerous fans have been calling for such an event so long. The event will take place at the Táizhōng Yuán Dào and Dunnan branches of the Eslite Bookstores, a bookstore franchise renowned for spreading culture. Sold in both venues are the “TRAVELER’S notebooks” and the “company,” a group of stationery items fashioned to the same concept as “TRAVELER’S,” as well as items available only at the Taiwan event such as “24mm Masking Tape TAIWAN GUIDE Design” designed like a travel guidebook to Taiwan, and “Brass Ball-point Pen TAIWAN EDITION” with the event’s logo.

As special items, original items from “TRAVELER’S FACTORY” will also debut outside Japan for the first time. They will be available for the two days only.

The venues will also have a section where users of TRAVELER’S notebook or new buyers can customize their TRAVELER’S right there at the event. Customers can use original stamps and stickers to enjoy customization. Those who make a purchase of 500 Taiwan dollars or more at the event will be entitled to try customizing with metal badges.

For more information on this event, please visit our official website (www.midori-japan.co.jp/tr/).



The first-ever user event in Taiwan!

[Name of event]

"TRAVELER'S notebook & company" in TAIWAN at the eslite bookstore

■ Dates

Saturday, September 6th and Sunday, September 7th, 2014

■ Locations

The Eslite Bookstore

11:00am to 5:00pm, Saturday, September 6th at Táizhōng Yuán Dào

11:00am to 5:00pm, Sunday, September 7th at Dunnan

www.eslitecorp.com

■ Features

- A special section dedicated to “TRAVELER’S notebook & company” to exhibit and sell related items.
- A customization section, where each user can customize his/her own TRAVELER’S with original stamps, stickers, etc.
Our development and publicity staff for “TRAVELER’S notebook” will advise you on tips for customization.
* Only for those who buy our products or those who bring related items to the event.
Sale of items available only at the Taiwan event, “24mm Masking Tape TAIWAN GUIDE Design” and “Brass Ball-point Pen TAIWAN EDITION.”
- Sale of original items from “TRAVELER’S FACTORY” for the first time outside Japan.

* For more information on the event, please visit our official website (www.midori-japan.co.jp/tr/).

* The items available only at the Taiwan event will go on sale at the TRAVELER’S FACTORY stores, beginning around the middle of September 2014.

*TRAVELER’S COMPANY www.travelers-company.com

*TRAVELER’S FACTORY www.travelers-factory.com