

"MIDORI" and "TRAVELER'S COMPANY" Official store opens on Tmall in China

Designphil (headquarters: Shibuya, Tokyo, president: Ichiro Aida) is a design company that inspires greater enjoyment of daily life and suggests new ways to live through design.

We are pleased to announce that our product brands "MIDORI" and "TRAVELER'S COMPANY" have opened official stores on Tmall, the largest B2C online shopping mall in China operated by the Alibaba Group. "MIDORI" opened on Tuesday, October 26, 2021, and "TRAVELER'S COMPANY" on Monday, November 1, 2021.

[MIDORI]

In the Chinese market, we have been selling our products since 2010, and have been striving to increase the value of the MIDORI brand and create fans in the B2B commercial channel. A large number of users are already using our various products. However, in order to further enhance communication with Chinese users, who have different cultures and customs, and to develop the brand in a localized manner, we have opened our first brand flagship store in China. On Tmall, we aim to further expand the number of "MIDORI" fans in China by developing various projects linked to SNS and contents that provide a deeper understanding of the brand.

Opening date: October 26, 2021 (Tuesday)

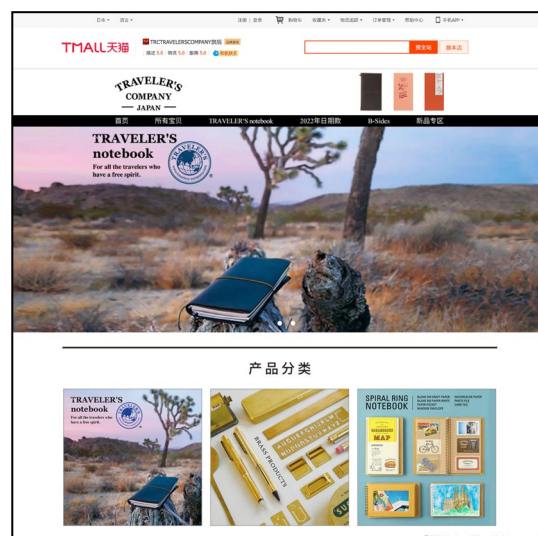
URL: <https://MIDORI.world.tmall.com/>

[TRAVELER'S COMPANY]

In 2010, we started to develop the "TRAVELER'S COMPANY" brand in the Chinese market. Many users are already enjoying "TRAVELER'S notebook" and other products through local online stores and retail stores. In the future, we will continue to enhance the appeal of the "TRAVELER'S COMPANY" brand by sending out information to the Chinese market and interacting with fans.

Opening date: November 1, 2021 (Monday)

URL: <https://trctravelerscompany.world.tmall.com/>



"MIDORI" (left) and "TRAVELER'S COMPANY" (right), official stores on Tmall