

August 6, 2025

To all members of the press

IR & Group Communication Promotion Office,
World Co., Ltd.

RAGTAG, a Curated Secondhand Fashion Retailer for Designer Brands, Opens Second Thailand Store at Central World in September 2025

Expanding Bangkok presence to accelerate Overseas resale business growth

In September 2025, curated secondhand fashion retailer "RAGTAG" will open at Central World, a large-scale commercial facility in Bangkok, Thailand. This will be the second store following the One Bangkok store that opened on July 16, accelerating expansion to establish a strong position in Thailand's fashion resale market.

The store will be operated by WORLD SAHA (THAILAND) CO., LTD., a joint venture established in January this year between World Co., Ltd. and SAHA GROUP. The company aims to strengthen "RAGTAG" presence in Thailand, positioned at the center of the rapidly growing ASEAN economic region, while pursuing further business expansion.

*For the release on the establishment of the joint venture in Thailand, please visit

<https://corp.world.co.jp/news/company/2024/10659/>



The store area is 154 square meters (image shows store design concept)

"RAGTAG" a curated secondhand fashion retailer operated by Tin Pan Alley Co., Ltd., a subsidiary of the World Group, currently operates 24 stores across Japan. It offers over 5,000 carefully curated high-quality designer items and has gained strong support from fashion-conscious customers through its unique business model and exceptional in-store customer service.

For global expansion, on July 16, 2025, "RAGTAG" opened its first overseas store in Thailand at One Bangkok. In recent years, demand for resale items has been growing in Thailand, with Japanese secondhand goods particularly valued for their superior quality, leading to expanding support from local users. The store has achieved success through product strategies featuring size ranges and price points that capture local needs, combined with a strong collection of luxury brands, showing steady growth since opening.

The newly opening Central World is located in the heart of Bangkok, directly connected via skywalk to the BTS Sukhumvit Line's "Chit Lom" station, offering excellent transportation access and expected to attract a wide range of domestic and international customers. By expanding brand concentration to offer an overwhelming product selection and enhancing services tailored to local communities and customers, we will conduct effectiveness verification at each Bangkok store and build store capabilities suited to individual locations, aiming for further business expansion.

For operations, we will continue to strengthen management through collaboration with World's overseas business development office, while Tin Pan Alley develops personnel capable of handling everything from product export to local store development, sales, and procurement expertise. Additionally, SAHA GROUP will support back-office operations including logistics and leverage its network to enhance product selection, particularly focusing on luxury merchandise which is in high demand.

Furthermore, similar to Japan, we will integrate the rapidly growing e-commerce market in Thailand with physical stores, offering diverse products unique to "RAGTAG" and promote awareness through apps and owned media to enhance recognition across both store and online channels.

Overview of Local Subsidiary ※World Group

Company Name	WORLD SAHA (THAILAND) CO., LTD.
Head Office	530 Soi Sathupradit 58, Bangpongpan, Yannawa, Bangkok 10120, Thailand
Date of Establishment	January 2025
Representative	Hayato Motegi
Paid-in Capital	THB 90 million (World Co., Ltd. owns 49%)
Business	Development of a resale business (RAGTAG business) in Thailand

About "Central World"

Located at the heart of Bangkok's most luxurious area at Ratchaprasong intersection. With 830,000 square meters of retail space, it is a must-visit shopping destination for both local and international customers. Featuring over 500 stores including local brands, high-end brands, and luxury brands, it also offers world-class entertainment and services.

※From the Central World website: <https://www.centralworld.co.th/>

About "RAGTAG" <https://ragtag-global.com/>

RAGTAG

RAGTAG opened its first store in Harajuku, Tokyo in 1985 and currently operates 24 stores throughout Japan. With an annual purchasing volume of 700,000 items, all merchandise is centrally managed through experienced buyers' expertise, undergoing authentication checks and repairs before sale to ensure quality assurance. Beyond physical stores, RAGTAG was an early adopter of OMO strategies with online operations, providing customers with an enjoyable way to discover pre-owned fashion items.



Exterior of the flagship store,
"Rag Tag" Harajuku Store

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*Previous releases are available on our website.

HOME PAGE URL <https://corp.world.co.jp/english/>