

FOR IMMEDIATE RELEASE

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To All Media Representatives

Narumiya International Co., Ltd.  
World Co., Ltd.

## **Narumiya International Opens First "petit main" Kids' Wear Store in Hong Kong — Strategic Launch in Partnership with World Group Accelerates Global Expansion —**

**TOKYO, JAPAN – September 10, 2025 – Narumiya International Co., Ltd. (Headquarters: Minato-ku, Tokyo; president, representative director and chief executive officer: Hirotaka Kunikyo) has announced the opening of its first Hong Kong store for its popular baby and kids' brand, "petit main." The new store, which opened its doors on September 4, 2025, at Hopewell Mall in Wan Chai, marks a significant step in the company's global growth strategy, executed in partnership with World Platform Service Co., Ltd.**

This opening represents a strategic overseas expansion leveraging the World Group's international business infrastructure, aiming to enhance brand recognition in the Asian market and further expand sales channels.



"petit main" at Hopewell Mall, Wan Chai (approx. 99 sq.m / 1,067 sq.ft.)

### **A Strategic Move into the Asian Market**

This launch builds on the momentum of Narumiya International's recent international initiatives, including the 2024 launch of its global e-commerce site and the opening of its first overseas store in Taiwan in April 2025. (<https://www.narumiya-global.com/en/home/>)

The Hong Kong store marks the second phase of the brand's overseas physical retail expansion. The company plans to continue opening stores, primarily in key Asian markets, to enhance its global brand value.

The Hong Kong expansion is powered by a partnership with World Platform Service Co., Ltd., the platform business arm of the World Group. By leveraging World Group's extensive overseas business expertise and infrastructure, Narumiya International aims to maximize synergies and accelerate a strategic and efficient global expansion.

About the "petit main" Hopewell Mall Store

"petit main" brings its signature blend of trend-conscious design and affordable pricing to customers in Hong Kong. The store offers a diverse product lineup and a wide range of sizes, from newborn (50cm) to kids (130cm), consistent with its offerings in Japan.

Moving forward, the brand plans to expand its fan base by strengthening its product selection to meet local needs, launching exclusive items, and hosting family-friendly events.

New Store Overview

- Store Name: petit main, Hopewell Mall
- Location: Shop 622, 6/F, Hopewell Mall, 183 Queen's Road East, Wan Chai, Hong Kong
- Opening Date: Thursday, September 4, 2025
- Business Hours: 11:00 AM – 8:00 PM
- Access: 3-minute walk from MTR Wan Chai Station
- Store Size: Approximately 99 sq.m / 1,067 sq.ft.

About "petit" main <https://www.narumiya-online.jp/shop/brand/18/>

petit main

"petit main" is a girls' and boys' brand that adds a touch of childlike charm to trendy fashion, offering stylish daily wear at affordable prices. Since its debut in 2011, the brand has expanded to 148 stores, primarily in shopping centers across Japan.

The brand is beloved for its "Smile Series," a collection inspired by feedback from parents, and its focus on functional, comfortable, and highly designed products.



Target Age: 0–9 years (Girls & Boys)  
Sizes: 50–130cm  
Official Website (Japan):(<https://www.narumiya-online.jp/shop/brand/18/>)  
Instagram: @petitmain\_official ([https://www.instagram.com/petitmain\\_official/](https://www.instagram.com/petitmain_official/))

Product examples: ✖Global online store here <https://www.narumiya-global.com/>

		
<p><b><u>Lace Chiffon Blouse</u></b></p> <p>The soft chiffon fabric lends a charming touch, while the elasticated neckline allows for easy dressing. .</p>	<p><b><u>[WIN COOL] Color Dress</u></b></p> <p>This elegant dress features a scalloped collar and is crafted from a high-performance functional fabric that wicks moisture and dries quickly.</p>	<p><b><u>Cherry Embroidered Puff Sleeve Shirt</u></b></p> <p>A delightful shirt adorned with three cross-stitched cherries on the chest.</p>

## **Company Profiles**

### **Narumiya International Co., Ltd.**

Headquarters: Shiba Park Building B, 9F, 2-4-1 Shiba Park, Minato-ku, Tokyo

Representative: Hirotaka Kunikyo, president, representative director and chief executive officer

Corporate Website: <https://www.narumiya-net.co.jp/>

### **World Co., Ltd.**

Head Office Location: 6-8-1 Minatojima Nakamachi, Chuo-ku, Kobe

Representative: Nobuteru Suzuki, Representative Director of the Board President, Representative Managing Executive Officer

Corporate Website: <https://corp.world.co.jp/>

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