

September 12, 2025

To all members of the press

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

RAGTAG to Open Second Thailand Store at Bangkok's Central World This September Expansion Accelerates Following Successful Launch of First Overseas Store, Strengthening Position in Thailand's Fashion Resale Market

BANGKOK, THAILAND – September 12, 2025 – World Co., Ltd. today announced that it will open the second Thailand location for RAGTAG, its select shop for curated pre-owned designer brands, in September 2025. The new store will be located in Central World, a premier large-scale shopping complex in Bangkok.

This move follows the highly successful launch of RAGTAG's first overseas store at One Bangkok on July 16, 2025. The rapid expansion aims to solidify the brand's position in Thailand's burgeoning fashion resale market. Operations will be managed by WORLD SAHA (THAILAND) CO., LTD., a joint venture with Thai consumer goods giant SAHA GROUP, to drive further growth in the heart of the dynamic ASEAN economy.



Location: 5th Floor, Central World / Store Area: 154 m²

■ Building on the Success of its First Overseas Store

Since its opening in July, the One Bangkok store has enjoyed a strong start, attracting significant support from fashion-forward local customers. This success is driven by rising demand for pre-owned goods in Thailand and a strong trust in the superior quality of Japanese secondhand items. RAGTAG's decades of expertise in curating over 5,000 designer brands, combined with a product strategy tailored to local sizing and price points, has resonated deeply with the market.

■ Strategic Expansion into Central Bangkok

The second store at Central World is strategically located in the heart of Bangkok, with direct skywalk access from the BTS Skytrain, ensuring high foot traffic. The location is expected to attract a diverse clientele, from trend-conscious locals to international tourists, significantly expanding RAGTAG's customer base. The store's interior, designed by World Group's Asplund, offers a stylish and open space where customers can easily browse curated selections by category.



The store layout is organized by category, creating an intuitive and enjoyable shopping experience.

■ A Powerful Japan-Thailand Partnership Driving Growth

The expansion is supported by a robust partnership between three key entities:

World Co., Ltd.: Oversees the business, strengthening the management foundation through its Overseas Business Development Office.

TIN PAN ALLEY Co., Ltd.: Manages product exports, local store development, and the training of staff in its proven sales and procurement methods.

SAHA GROUP: Leverages its extensive local network to manage logistics and back-office operations, while also enhancing the product assortment by sourcing in-demand luxury goods.

This powerful collaboration ensures a swift and solid expansion of the RAGTAG brand in Thailand.

■ Integrating Online and Offline Experiences with an OMO Strategy

Following its successful model in Japan, RAGTAG will implement a robust OMO (Online-Merges-with-Offline) strategy in Thailand. By integrating its physical stores with a dedicated e-commerce platform (<https://ragtagthailand.com/>), the brand will offer its diverse product range to a wider audience. Through a dedicated app and owned media, RAGTAG aims to enhance brand awareness and elevate the customer experience across all channels.

A screenshot of the RAGTAG Thailand website. The top part features a promotional banner for the brand's opening in Thailand, mentioning a grand opening on July 16, 2025. Below the banner, there are two main product listings: 'WOMEN' and 'MEN'. The 'WOMEN' section shows a grey dress and a red top, while the 'MEN' section shows a green and black jacket and a red t-shirt. The website has a clean, modern design with a white background and blue accents.

“RAGTAG” has a strength in OMO in Japan as well.

In Thailand as well, we aim to attract more fans both at physical stores and online. <https://ragtagthailand.com/>

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://www.ragtag.jp/>

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,
"RAGTAG" Harajuku Store

For more information, please contact:

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*Previous releases are available on our website.

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