

FOR IMMEDIATE RELEASE

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To All Media Representatives

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

Narumiya International Accelerates Hong Kong Expansion with Second "petit main" Store

— Opening at Premier Shopping Destination New Town Plaza on November 1 —

HONG KONG – November 1, 2025 – Narumiya International Co., Ltd. (Headquarters: Minato-ku, Tokyo; president, representative director and chief executive officer : Hirotaka Kunikyo), in partnership with World Platform Service Co., Ltd., has announced the opening of its second Hong Kong store for the popular baby and kids' brand "petit main." The new store opened on Saturday, November 1, 2025, at New Town Plaza, a major commercial hub in Sha Tin, Hong Kong.

The brand's first Hong Kong store, which opened on September 4, has achieved remarkable success, with sales significantly exceeding initial projections. Building on this momentum, the new location in one of Hong Kong's most prominent shopping malls—which attracts a high volume of visitors from both Hong Kong and mainland China—is poised to dramatically boost brand recognition and drive further market expansion.



Image: "petit main" at New Town Plaza, Phase 3, Level 2 (approx. 80 sq.m / 861 sq.ft)



■ A Strategy Fueled by Success

Narumiya International has been strategically expanding its physical retail footprint in Asia, beginning with its first overseas store in Taiwan in April 2025, followed by the successful launch of its first Hong Kong store in September.

The brand's blend of trend-conscious design, extensive size range, and accessible price points resonated strongly with customers at the first Hong Kong location, leading to an exceptionally strong start.

Building on this success, the company's next strategic step is the opening at New Town Plaza, a destination renowned for its immense customer traffic. This move not only solidifies the brand's presence in the Hong Kong market but also presents an ideal opportunity to introduce "petit main" to the large volume of tourists from mainland China. Moving forward, Narumiya International will continue to maximize its synergy with the World Group to pursue rapid growth across the Asian market.

■ About the Premier Location: New Town Plaza

Since opening in 1985, New Town Plaza has become one of Hong Kong's most visited shopping destinations, housing approximately 400 tenants. Its prime location with a direct connection to the MTR Sha Tin Station attracts a steady flow of local shoppers and travelers using the East Rail Line, which links Hong Kong to Shenzhen. The mall features a diverse mix of fashion boutiques, restaurants, and a supermarket, along with a dedicated children's clothing floor and a theme park, making it a popular choice for families and a wide range of visitors.

■ About the "petit main" New Town Plaza Store

The new store is located on the second floor of New Town Plaza's Phase 3, a popular zone for children's fashion brands. It will offer "petit main's" signature trend-conscious designs and affordable products in a comprehensive lineup ranging from newborn (50cm) to 130cm, mirroring its popular assortment in Japan.

The brand aims to expand its fan base by tailoring its product selection to local tastes, releasing exclusive items, and hosting family-friendly events.

New Store Overview

- Store Name: petit main, New Town Plaza
- Location: Shop A204, Level 2, New Town Plaza (Phase III), Sha Tin, New Territories, Hong Kong
- Opening Date: Saturday, November 1, 2025
- Business Hours: 10:00 AM – 10:00 PM
- Access: Directly connected to MTR Sha Tin Station
- Store Size: Approx. 80 sq.m / 861 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/)



Product Examples ※Global Online Store: <https://www.narumiya-global.com/>



Introducing petit main's debut Ballet Collection.

From authentic leotards to ballet-inspired tulle skirts, the lineup spans a wide range. Each piece balances ease of movement and everyday practicality, finished with petit main's signature gentle design.



• Jacquard Top

A clean, streamlined silhouette and refined color palette add definition to any look.

Pointe-shoe embroidery at the chest and a petite bow lend a charming, feminine touch.



• Tulle Dress

Layers of airy tulle create a beautifully voluminous silhouette. Finished with delicate pointe-shoe embroidery at the chest.

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 and Executive Officer

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

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