

[Advanced•exclusive sales]

◆Moleskine “SAKURA×PEANUTS” limited-edition notebooks (2 kinds) to be sold at the store ahead of any other outlet in the world.

The first 100 customers who buy the notebooks will be presented with exclusively designed clear plastic folders.

◆Commemorating opening of Xujiahui Loft: Exclusive package sales of the following products

- “Amino Mason”: Loft’s exclusive package (shampoo, conditioner, treatment) -- 416 yuan

- “8 The Thalasso”: Loft’s exclusive Repair & Moist Set -- 336 yuan

◆”GUNPLA MARKET”

“Gunpla,” plastic models of Bandai’s popular “Mobile Suit Gundam” series that are beloved around the world, will be displayed at the store. Plastic models prepared exclusively for the section will also be presented. There will be an event to be held until Aug. 30 (Sunday) for visitors to experience some of the models for free of charge.

◆“tokidoki” x Loft’s exclusive products

“tokidoki” is a popular character brand founded by Italian artist Simone Legno and others which symbolizes the world of “kawaii (cute),” “tanoshii (enjoyable)” and “junshin (innocence)” by producing sundries and other products in collaboration with various famous brands. At the new store, 500 pieces of limited-edition character figures produced in collaboration between “tokidoki” and Loft will be sold. *One person can buy just one piece in a single transaction.

[Special plans on the store’s opening]

◆Loft’s huge paper bag appears as a photo spot! Visitors can get into the paper bag to have commemorative photographs taken.

◆First 10,000 customers who have spent 200 yuan or more at the store will be presented with Xujiahui Loft’s “original reusable shopping bag.”

