

MUMUSO

MUMUSO (Shanghai) Co., Ltd. 2026

Life starts with mumuso.

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ABOUT US



MUMUSO

ABOUT

木槿
生活

MUMUSO

With a responsive design, production,
distribution and retail system, MUMUSO
provides global consumers with
fashionable, affordable and high-quality
creative lifestyle household products.

ABOUT US

VISION

MUMUSO

A chic lifestyle brand store
that is loved by young
people all over the world.

ABOUT US

BRAND CONCEPT

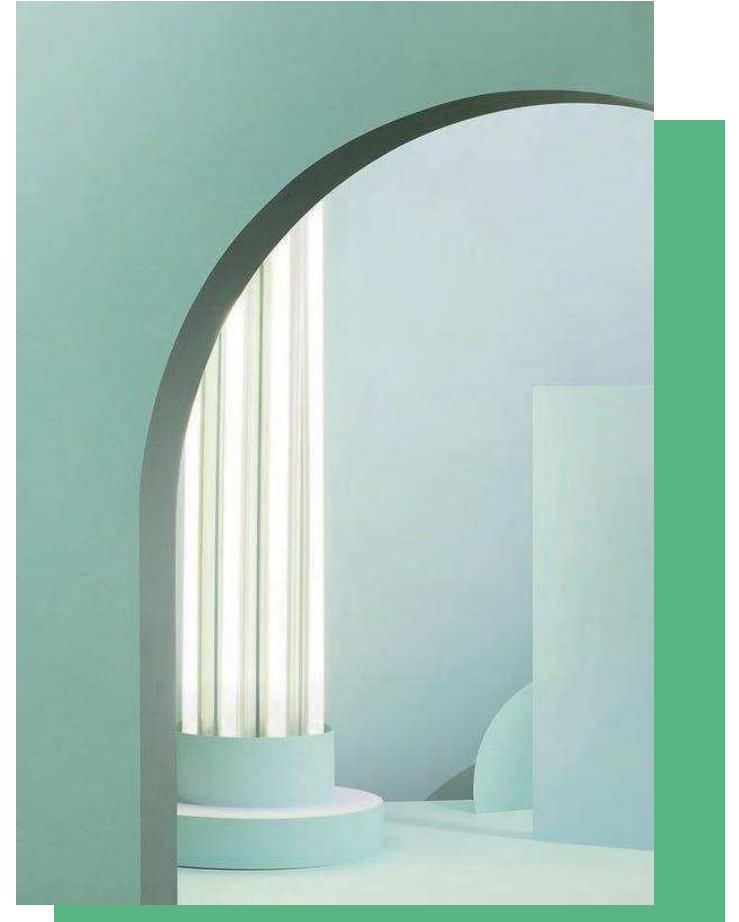
MUMUSO

Capture inspiration and enjoy exquisite life!

Affordable: Consume cost-efficient products without pressure.

Exquisite: High quality products bring exquisite lifestyle.

Creative: Bring new user experience with inspired creativity.



ABOUT US

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CHINA DOMESTIC AWARD

"Best Innovation of Business Model"
Oriental Shopping Festival 2019



INTERNATIONAL AWARD

"Excellent Company of the Year 2019"
Offered by Saudi Arabian Government

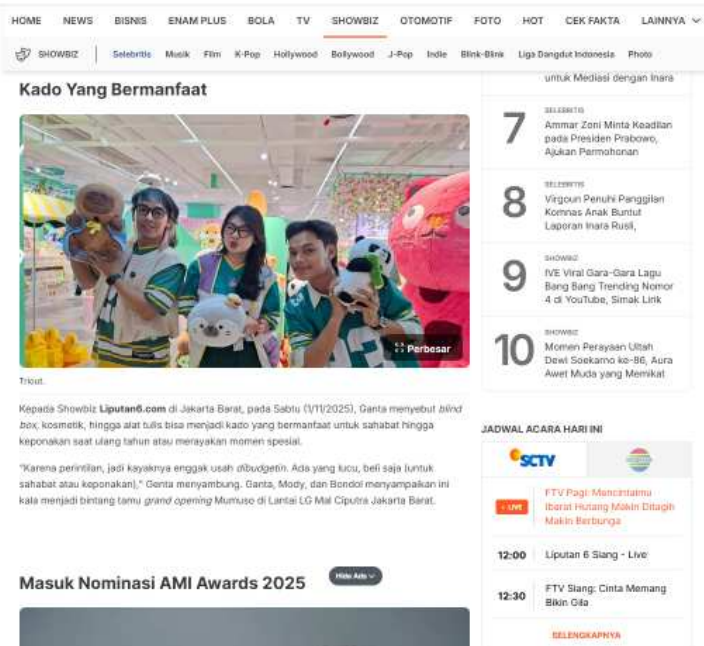


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ABOUT US

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INDONESIAN media covered the grand opening of the store.



MUMUSO @ Mal Ciputra Jakarta: GERAL TERBESAR DENGAN @ Mainan MENARIK | RETAILITY

Setelah membuka cabang di Cibinong City Mall, MUMUSO bersiap meluncurkan gerai baru di Mal Ciputra Jakarta (Ct.) pada 1 November 2023. Gerai yang terletak di lantai LG ini memegang takhta sebagai MUMUSO terbesar di Indonesia.

Lokasi lantai LG Mal Ciputra Jakarta, Jl. Letjen S. Parman, RT.11/RW.1.TJ, Duren Utara, Kec. Grogol petamburan, Kota Jakarta Barat 11470. Potokan: di unit bekas Gold's Gym, dekat Yoshinoya

Keputusan MUMUSO untuk ekspansi ke Mal Ciputra Jakarta tergolong berani, mengingat mal di sekitarnya sudah dipenuhi dengan OHISOME dan Miniso Land berukuran raksasa.



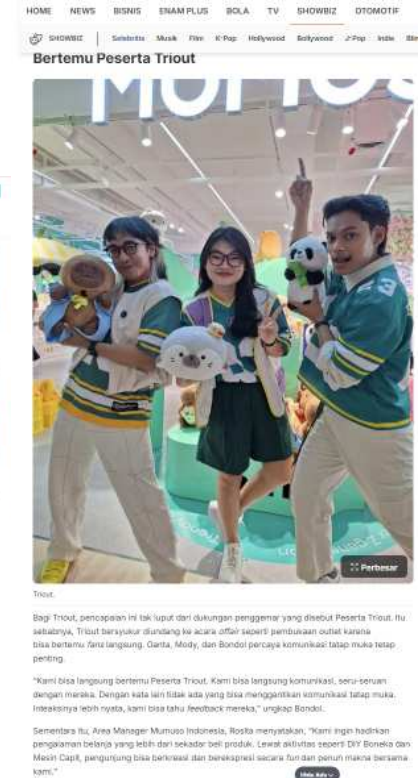
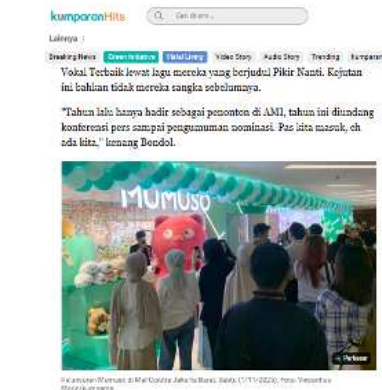
KapanLagi

2. Cari Kado



Waktu P... mau cari kado, bingung cari apa di mana. Akhirnya ada tempat yang lengkap, semuanya ada. Bisa main ada, komedi ada, ada juga juga banyak." kata Genta.

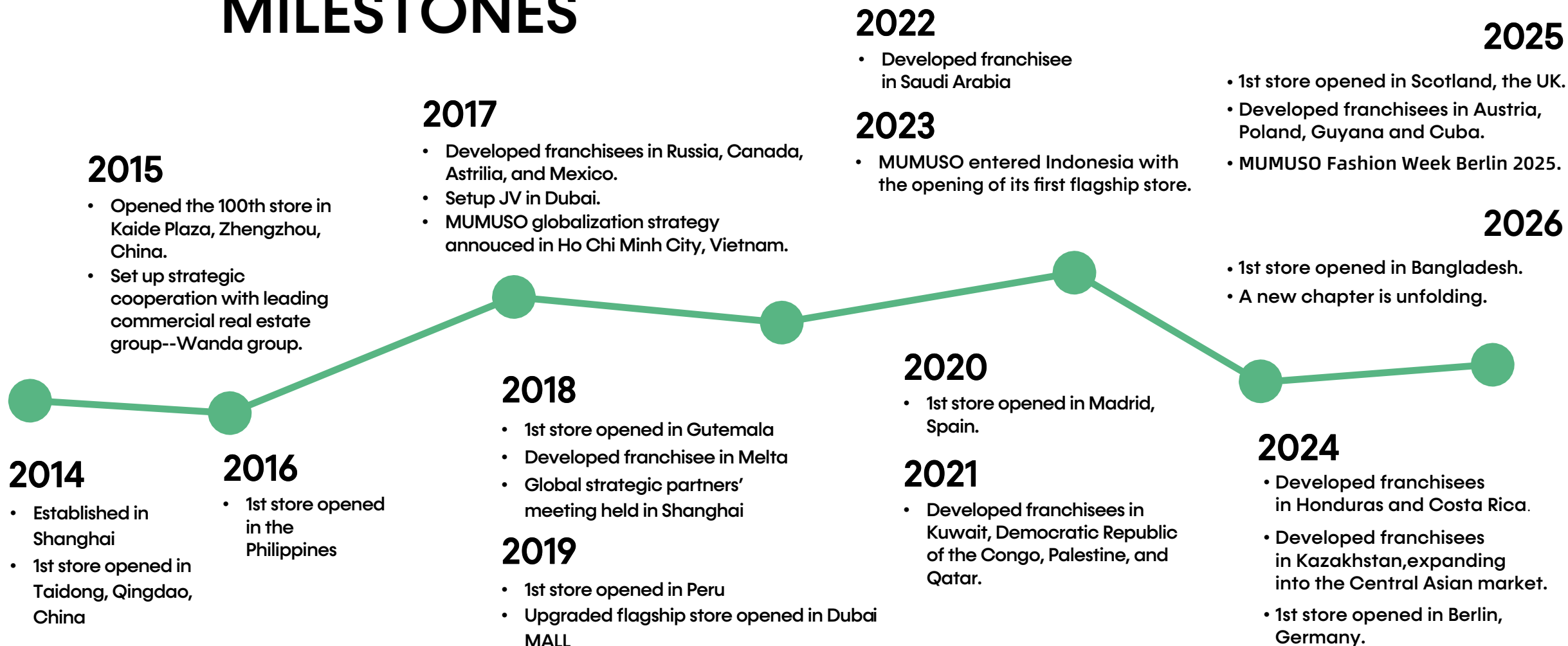
Kamun, kehadiran TRIOUT di area pembelian gerai tersebut bukan hanya soal di Batas perbatasan baru. Sebab di dalam area tersebut banyak toko-toko, sehingga juga perlu bagi-bagi informasi ke masyarakat agar mereka bisa dengan mudah menemukan lokasi tersebut.



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ABOUT US

MILESTONES



PRODUCTS



PRODUCT

CATEGORY

MUMUSO

*Beauty
Products*

*Clothing
Accessories*

*Children's
Products*

*Household
Products*

*Fashion
Accessories*

*Stationery
Supplies*

*Snacks
&
Foods*

*Home
Textiles*

*Bags
&
Luggage*

Electronics

PRODUCTS

BEAUTY PRODUCTS



MUMUSO

CHILDREN'S PRODUCTS



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PRODUCTS

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HOME TEXTILE



CLOTHING ACCESSORIES

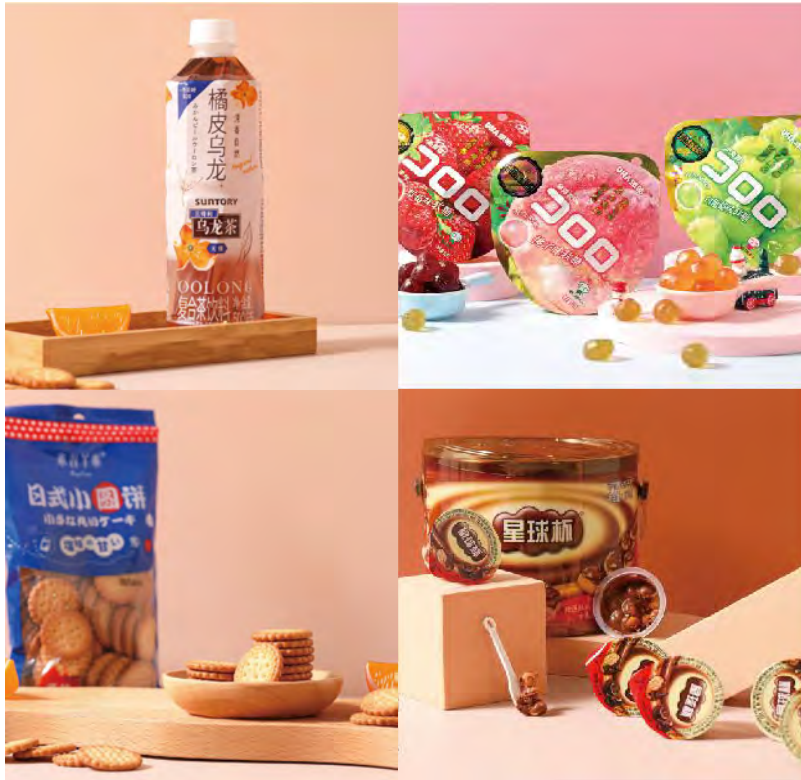


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PRODUCTS

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SNACK FOODS



STATIONERY SUPPLIES



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PRODUCTS

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HOUSEHOLD PRODUCTS



FASHION ACCESSORIES



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PRODUCTS

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BAGS & LUGGAGE



ELECTRONICS



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RETAIL STORES



RETAIL STORES

DESIGN CONCEPT

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MuMu

Anne

Cluck Alen

MUMUSO-IP

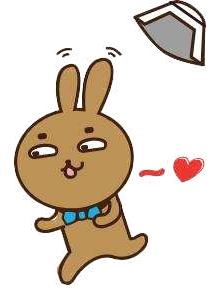
MUMUSO



The intelligent and wise leader of MUMUSO who appears slow-witted. And he cares for everyone in the family.



Little prince of petroleum.- Girls are crazy about him. And he likes making mis-chief.



The cold and elegant catqueen. She's into shopping a lot.



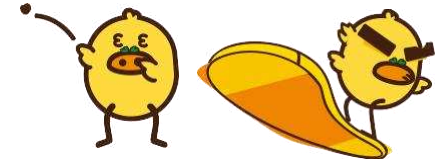
An alien visitor. He disguises himself as a handsome and loyal dog when doing his tasks.



A quiet and kind little star fan with short hands and legs. She can't help firing when she's pissed off.



A cute long-leg chick who's into beach sports. All his confidence comes from his handsome fake eyebrows.



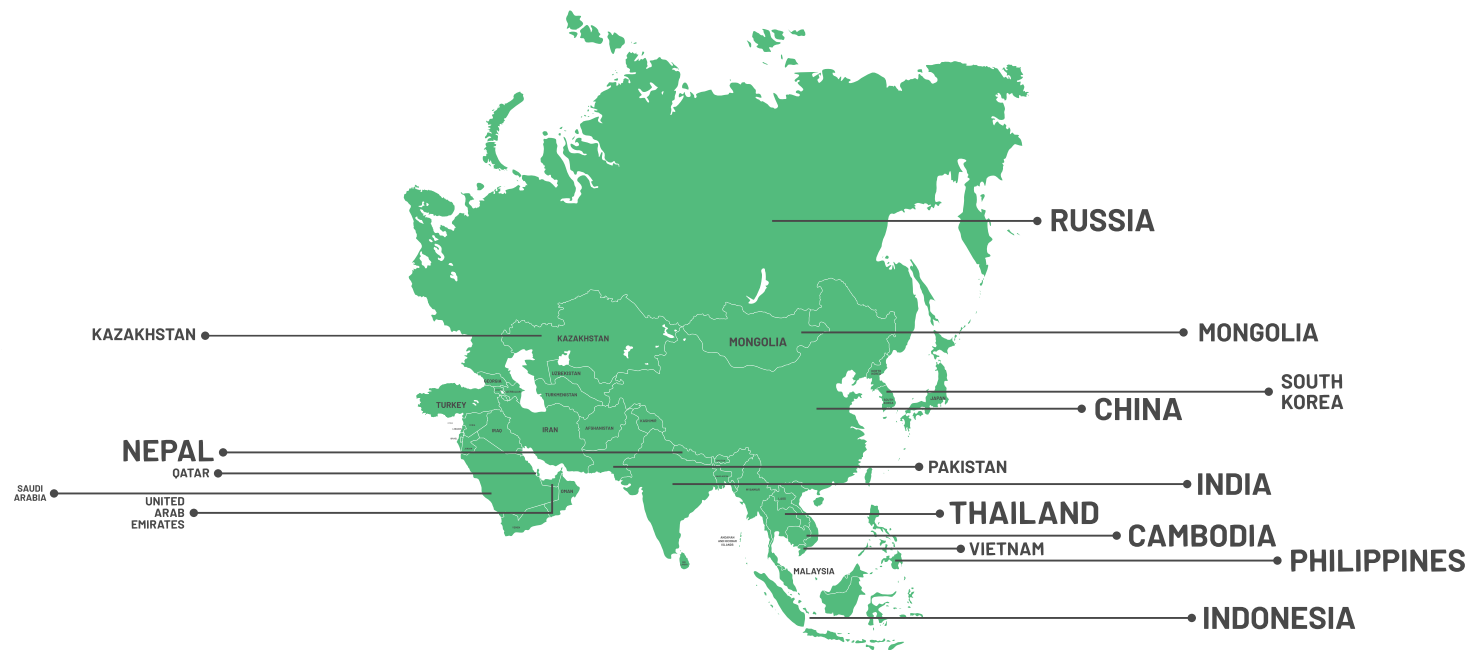
FRANCHISE NETWORK



FRANCHISE NETWORK

ASIA

MUMUSO

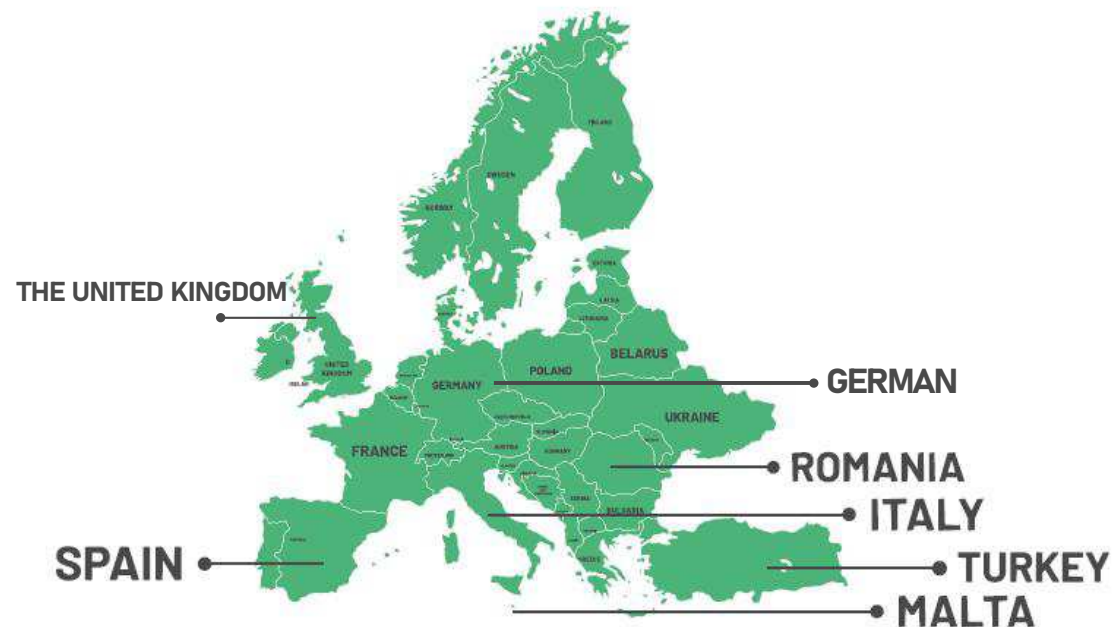


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FRANCHISE NETWORK

EUROPE

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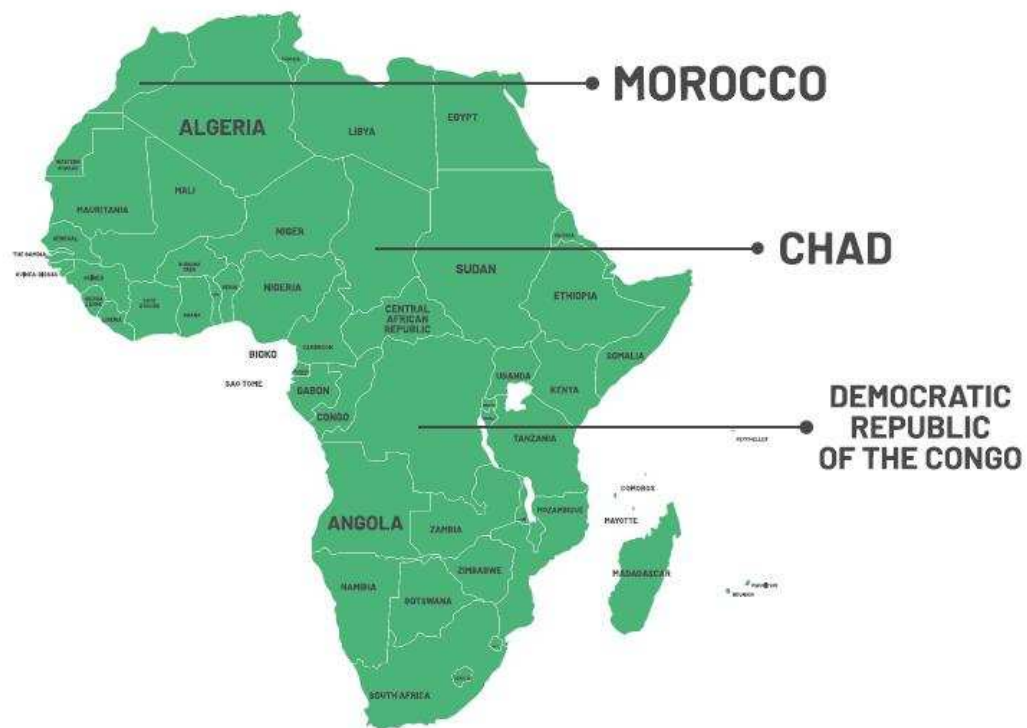


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FRANCHISE NETWORK

AFRICA

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FRANCHISE NETWORK

NORTH AMERICA



FRANCHISE NETWORK

SOUTH AMERICA



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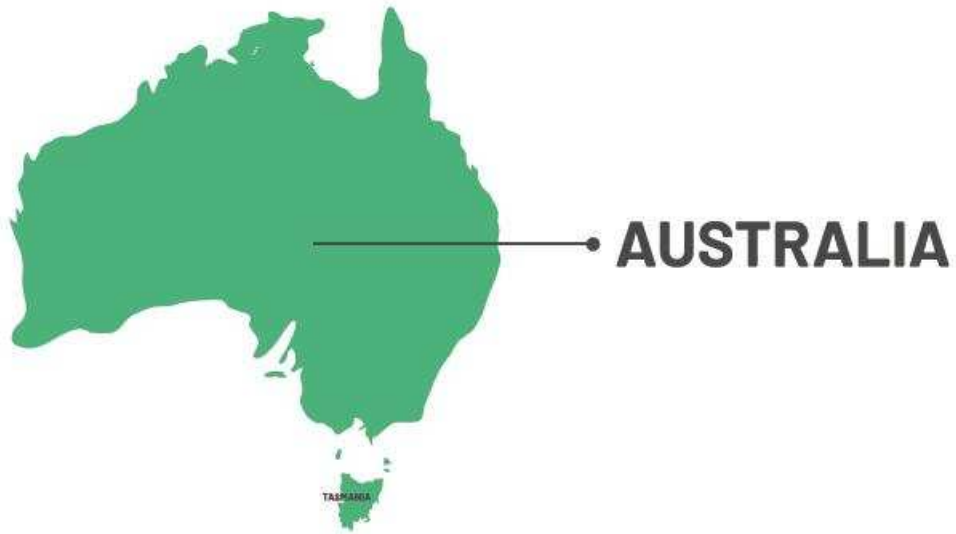


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FRANCHISE NETWORK

OCEANIA

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ABOUT THE EVENT

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Berlin Fashion Week

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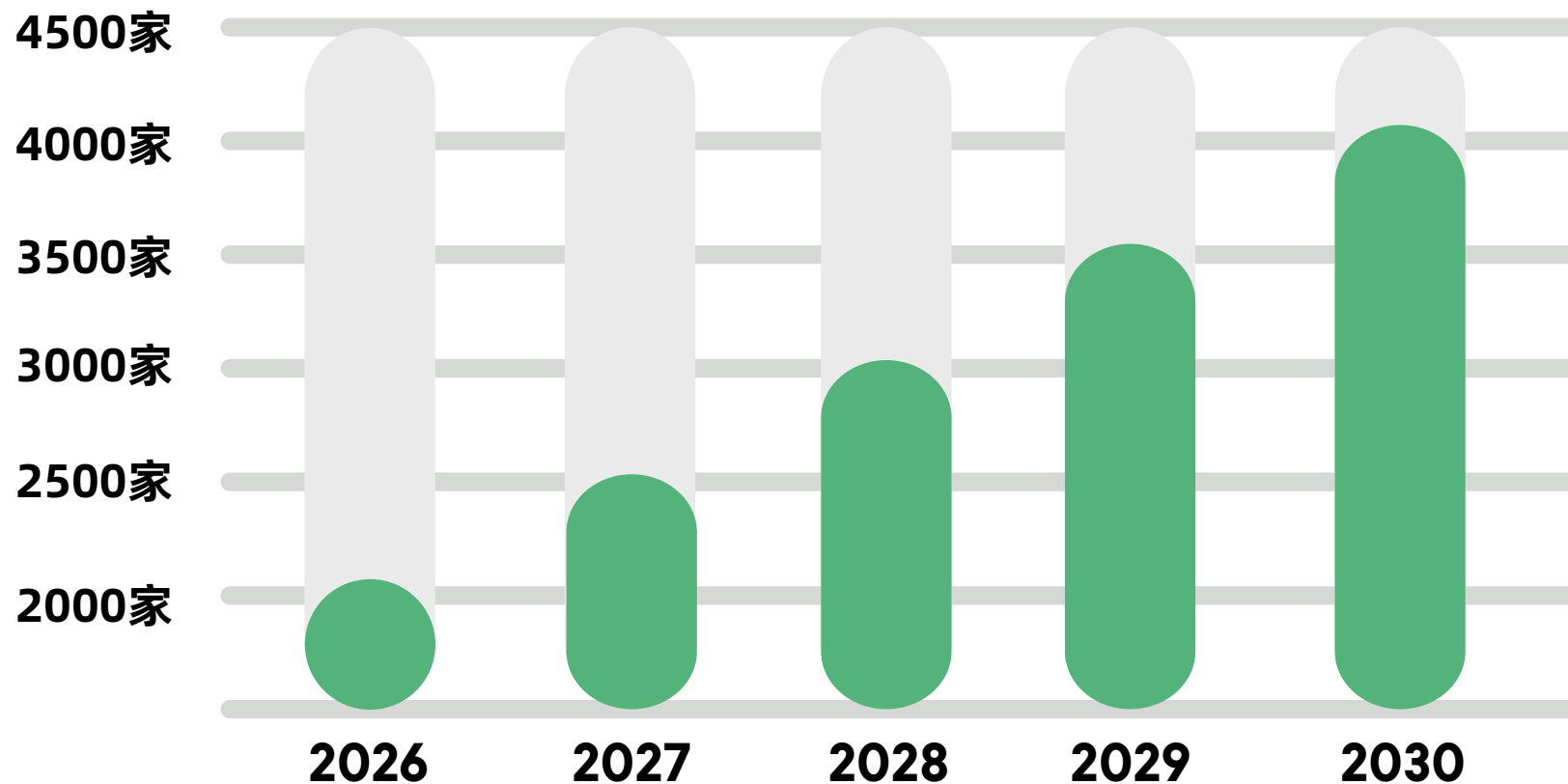


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FRANCHISE NETWORK

FIVE-YEAR PLAN

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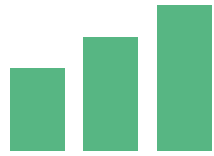
FRANCHISE POLICY



FRANCHISE POLICY

SITE SELECTION

MUMUSO



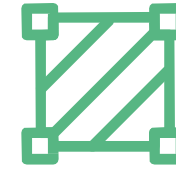
City Tier

City population over
200k



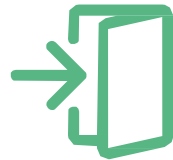
Location Selection

Shopping mall, commercial
district with high traffic
volume



Store Size

200-300m² as the optimised
size



Store Entrance

Independent



Store Shape

Square size preferred
with gate-width over
8m

FRANCHISE POLICY

JOINING PROCESS

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FRANCHISE POLICY

SERVICE & SUPPORT

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Design & Decoration

Provide design scheme and blueprint, instruction of decoration work.

Opening Ceremony

Event planning for the opening ceremony and major marketing events.

Daily Operation

Merchandise display diagnose and planning, branding and marketing services.

Industrial Intelligence

Industrial information collection and business intelligence services regarding retail business.

Merchandise Development

Excellent supply chain capability to provide mass merchandise choices for different territories.



CONTACT US

MUMUSO



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400-000-7311

THANKS!

MUMUSO