

To All Media Representatives

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

Narumiya International Accelerates Hong Kong Expansion Popular Japanese Kids' Brand "petit main" Opens at SOGO Causeway Bay and SOGO Kai Tak Four-Store Network Established in Just Over Six Months Since Fall 2025 Debut, Driving Asian Market Growth

TOKYO & HONG KONG — Narumiya International Co., Ltd. (Headquarters: Tokyo, Japan; Representative Director, President and CEO: Daisuke Hosaka), a World Group company, announced today the opening of its third "petit main" store at SOGO Causeway Bay on April 3, 2026, followed by its fourth store at SOGO Kai Tak on April 29, 2026, marking a significant milestone in the brand's Hong Kong expansion strategy. Located in Causeway Bay, one of Hong Kong's premier shopping districts, and the emerging Kai Tak redevelopment area, these new openings bring petit main's Hong Kong presence to four stores in just over six months since its September 2025 market entry. This rapid expansion establishes a comprehensive multi-channel strategy spanning shopping malls, department stores, and outlet formats, accelerating the brand's growth across Asian markets.

Existing Stores:

Store 1: Opened September 4, 2025 — Hopewell Centre Shopping Mall, Wan Chai

Store 2: Opened November 1, 2025 — New Town Plaza, Sha Tin

Reference: Hong Kong Subsidiary Establishment Announcement

"World Group Establishes Hong Kong Subsidiary as Strategic Gateway to Asia"

<https://corp.world.co.jp/news/company/2026/14528/>



petit main Store Interior at SOGO Causeway Bay, 7th Floor (approx. 23 sqm)



■ Hong Kong as a Strategic Hub for Asian Expansion

World Group has positioned Asian markets as a cornerstone of its growth strategy, establishing World Fashion (Hong Kong) Co., Ltd. in December 2025 to strengthen its operational foundation in the region.

Petit main, one of the Group's core brands, operates 148 stores across Japan and is a leading kids' fashion retailer. Since opening its first Hong Kong store in September 2025, the brand has earned strong support from local families for its hallmark Japanese quality, fashion-forward designs, and accessible price points.

The consecutive openings at SOGO Causeway Bay—Hong Kong's premier department store destination—and SOGO Kai Tak—a landmark retail development—complete petit main's multi-channel strategy encompassing shopping malls, department stores, and outlet formats. This comprehensive approach will amplify brand awareness while establishing a robust business foundation across Asia.



Store 3: SOGO Causeway Bay

Located on the children's floor of SOGO's flagship Causeway Bay department store in the heart of Hong Kong's busiest shopping district, this location attracts fashion-conscious customers from Hong Kong and beyond, strengthening direct engagement with family shoppers.

| Opening Date | April 3, 2026 (Friday) |
| Location | SOGO Causeway Bay, 7th Floor
555 Hennessy Road, Causeway Bay, Hong Kong |
| Store Size | Approx. 23 sqm |

Store 4: SOGO Kai Tak

Situated in one of Hong Kong's largest shopping complexes within the rapidly developing Kai Tak redevelopment area, this outlet-format store introduces the brand to families moving into this emerging residential district.

| Opening Date | April 29, 2026 (Wednesday) |
| Location | SOGO Kai Tak, 6th Floor
1 Concorde Road, Kai Tak, Kowloon, Hong Kong |
| Store Size | Approx. 36 sqm |
| Format | Outlet merchandise |

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/)

Company Profiles

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