

Muji to Open Its Largest European Flagship in Paris

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Japanese lifestyle and retail brand **Muji** is gearing up to open its **largest store in Europe** on the iconic **Rue de Rivoli**, marking a significant step in its international growth strategy. The new flagship, due in **late 2026**, will span approximately **2,700 square metres over three levels**, offering customers a far broader selection of products than currently available in the region.

The location — a historic building previously home to another retail giant — sits on one of Paris's busiest thoroughfares, attracting **millions of visitors each year**. For Muji, the store is more than a retail space; it represents a **strategic relaunch in Europe**, reinforcing the brand's presence in one of the world's most influential fashion and lifestyle capitals.

A Broader Range, A Bigger Experience

Until now, most Muji stores in Europe have carried only part of the Japanese range. With the new flagship, the brand plans to showcase around **85% of its full product lineup**, including **childrenswear, skincare, accessories, home goods, and electronics** — items previously limited or unavailable in European shops.

According to Muji's Europe director, the expanded store will better **reflect the brand's original Japanese concept (Mujirushi Ryohin)** and align its European image with global standards. This move prepares the company for further large-format openings — including ambitions in **London's Oxford Street area** — as it continues to test its potential for **international expansion**.

A Milestone in Retail Strategy

Muji first entered the Paris market in **1998** and has since grown its footprint across several neighbourhoods, including the Marais and Saint-Lazare. But the new flagship signals a shift toward **destination stores** that offer immersive shopping experiences and wider assortments.

Industry watchers see the Paris flagship as both a **showcase for Muji's design and lifestyle philosophy** and a potential growth driver as the brand aims to expand more assertively across European markets in the coming years.

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