

MUJI

BRAND BOOK



OVERVIEW

01 BRAND DNA

02 DESIGN LANGUAGE

03 CURRENT PRODUCTS

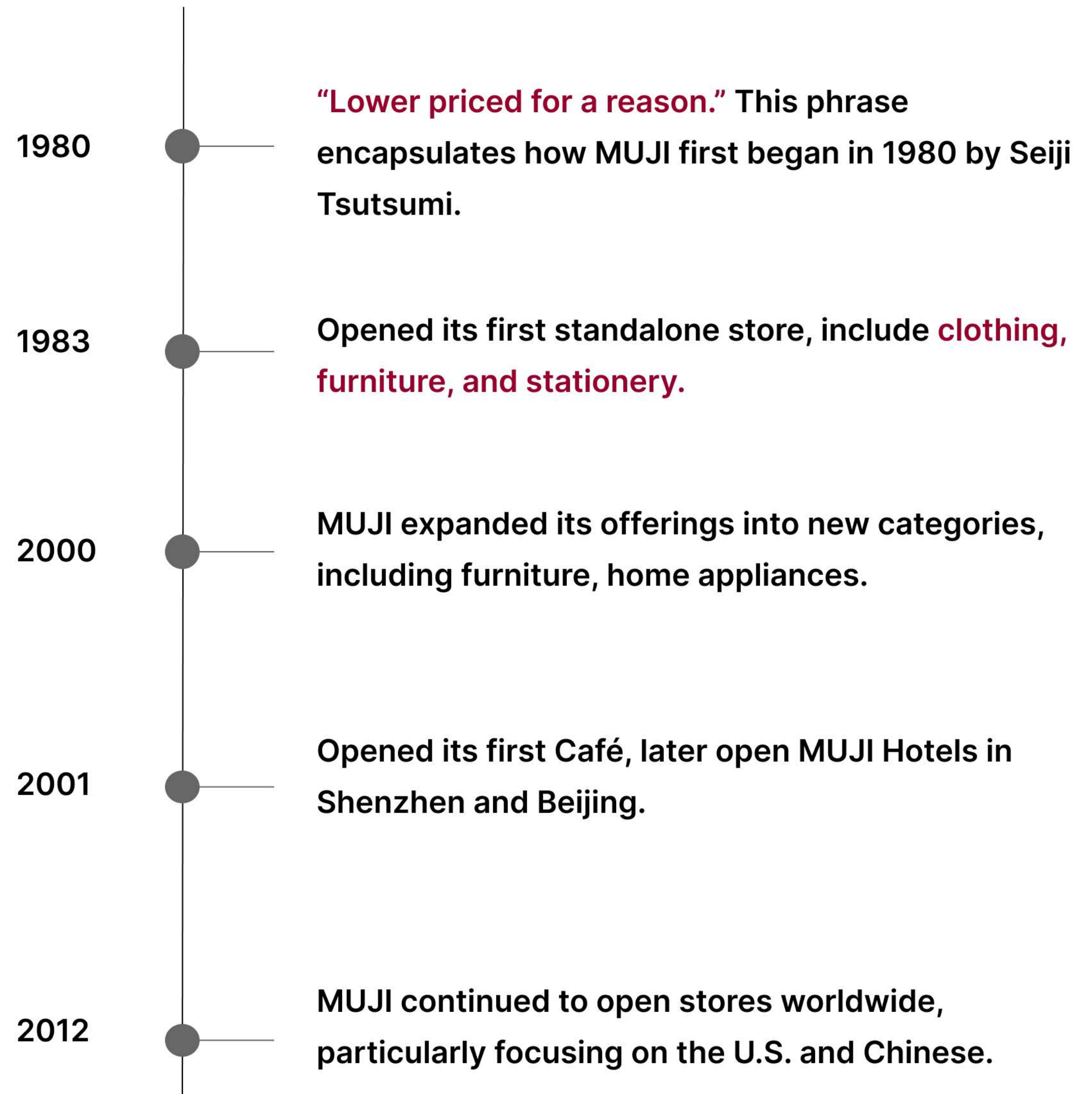
04 MANUFACTURING PROCESS

05 TARGET

06 PRODUCTS

06 COMPETITION ANALYSIS

06 WHAT DO THEY NEED?





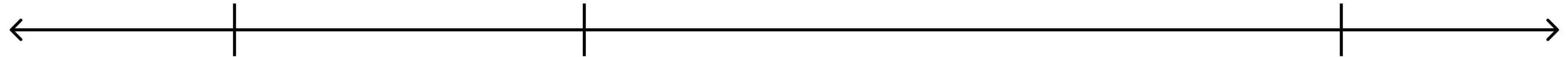
1986

Wholesale
business started



1987

Production and
procurement
started outside of
Japan

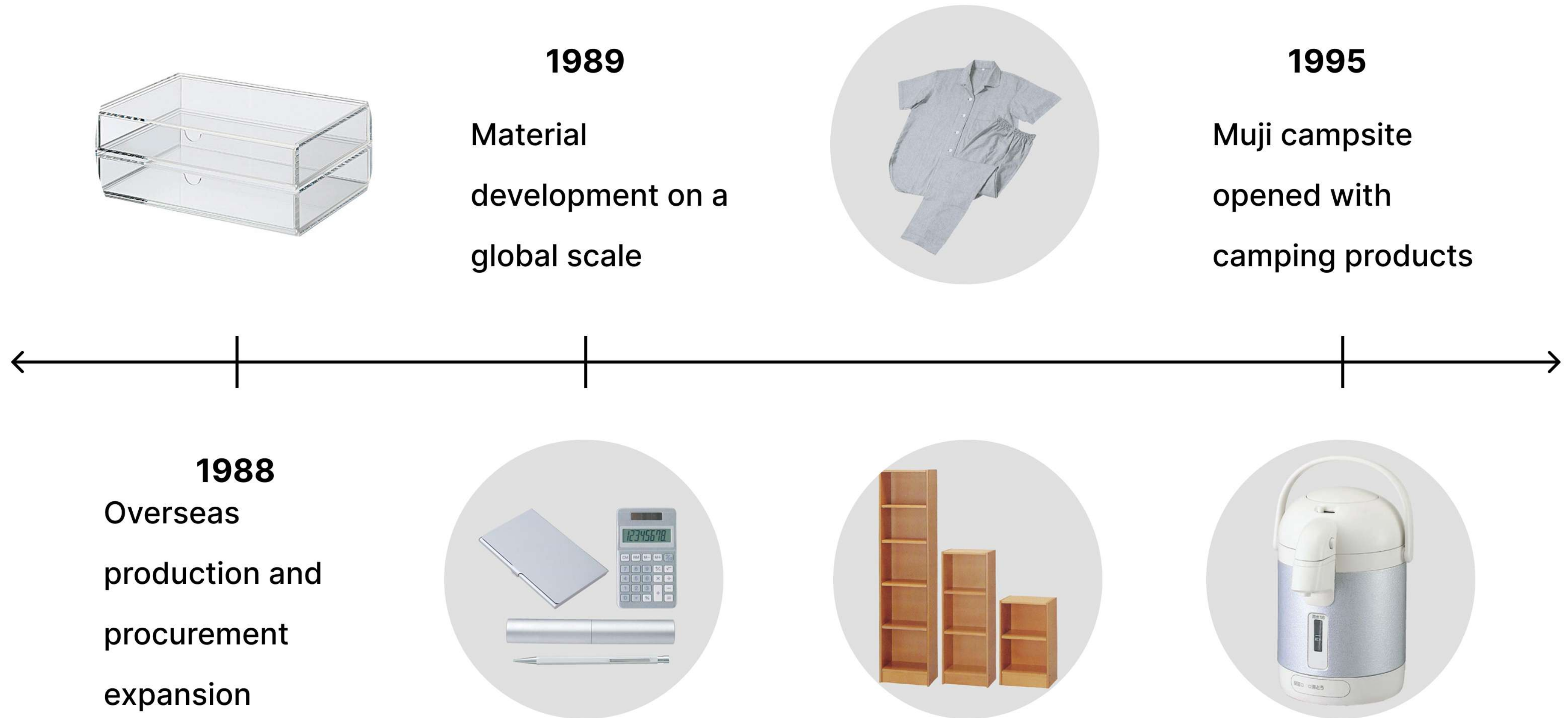


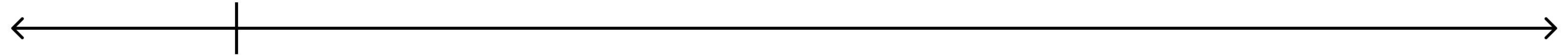
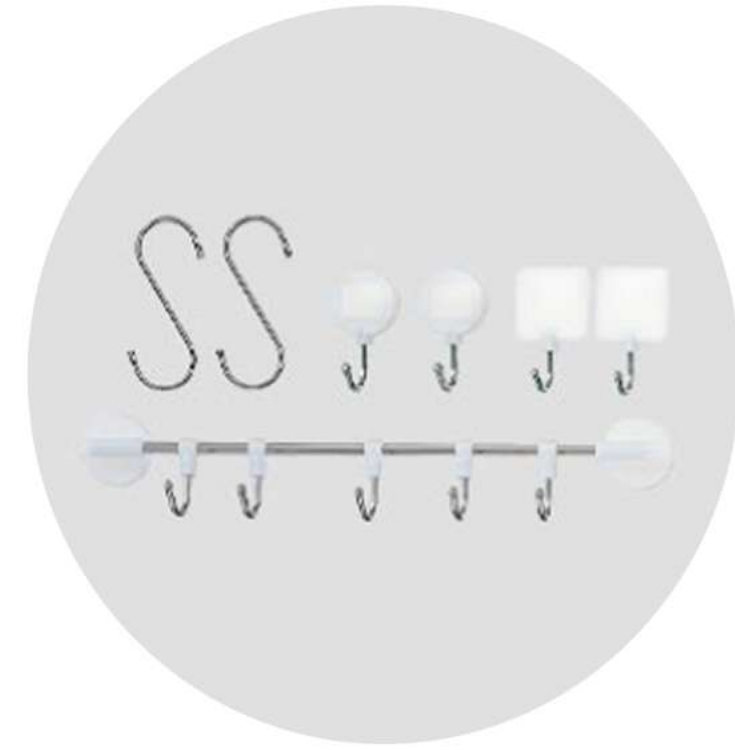
1980

Started off with
40 products

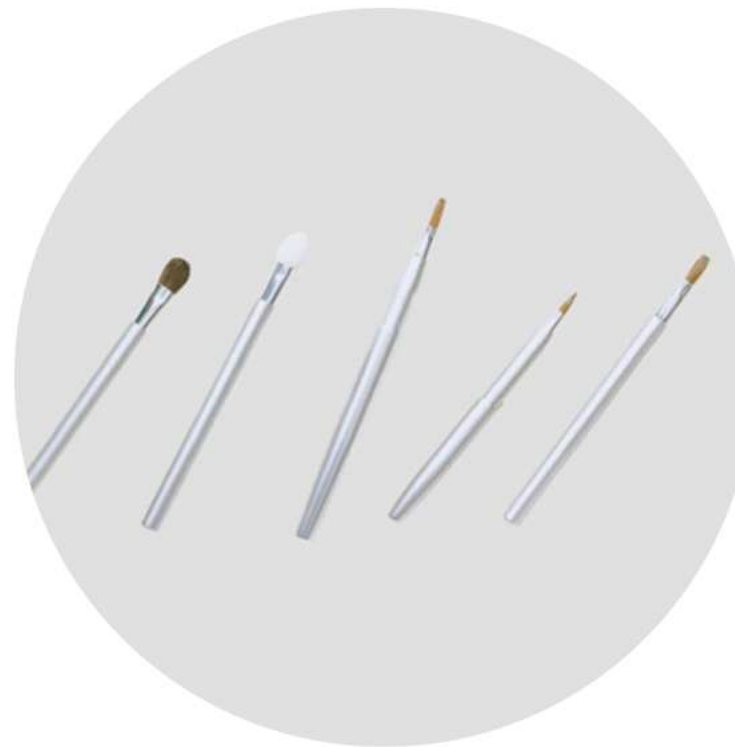
- 9 households
- 41 food
products

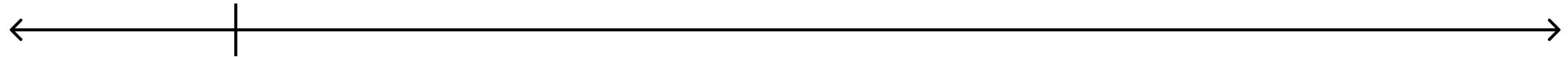






1998
Opening stores
across the world





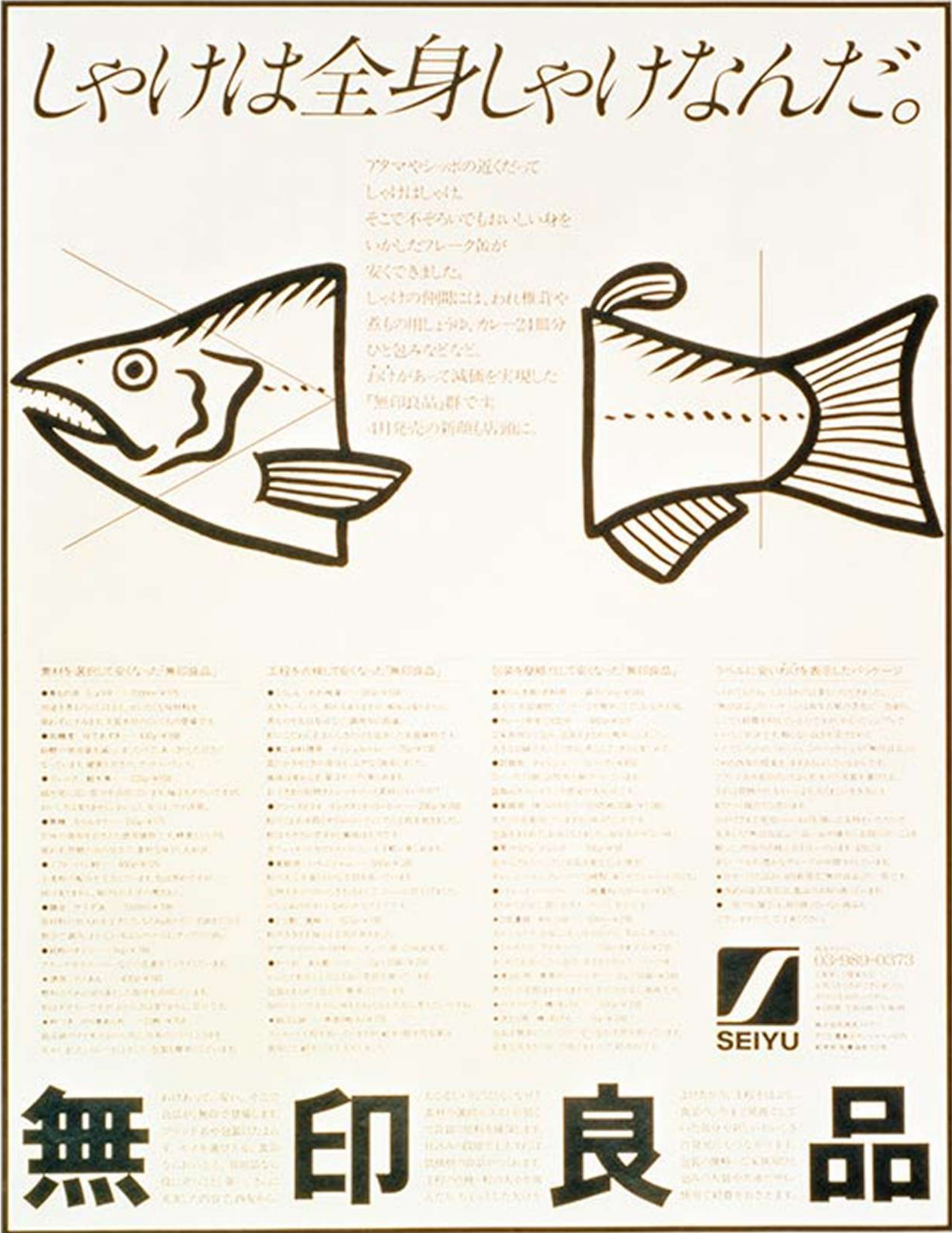
Current

- Furniture
- Clothes
- Stationary
- Beauty & Health
- Etc.





PRODUCTS

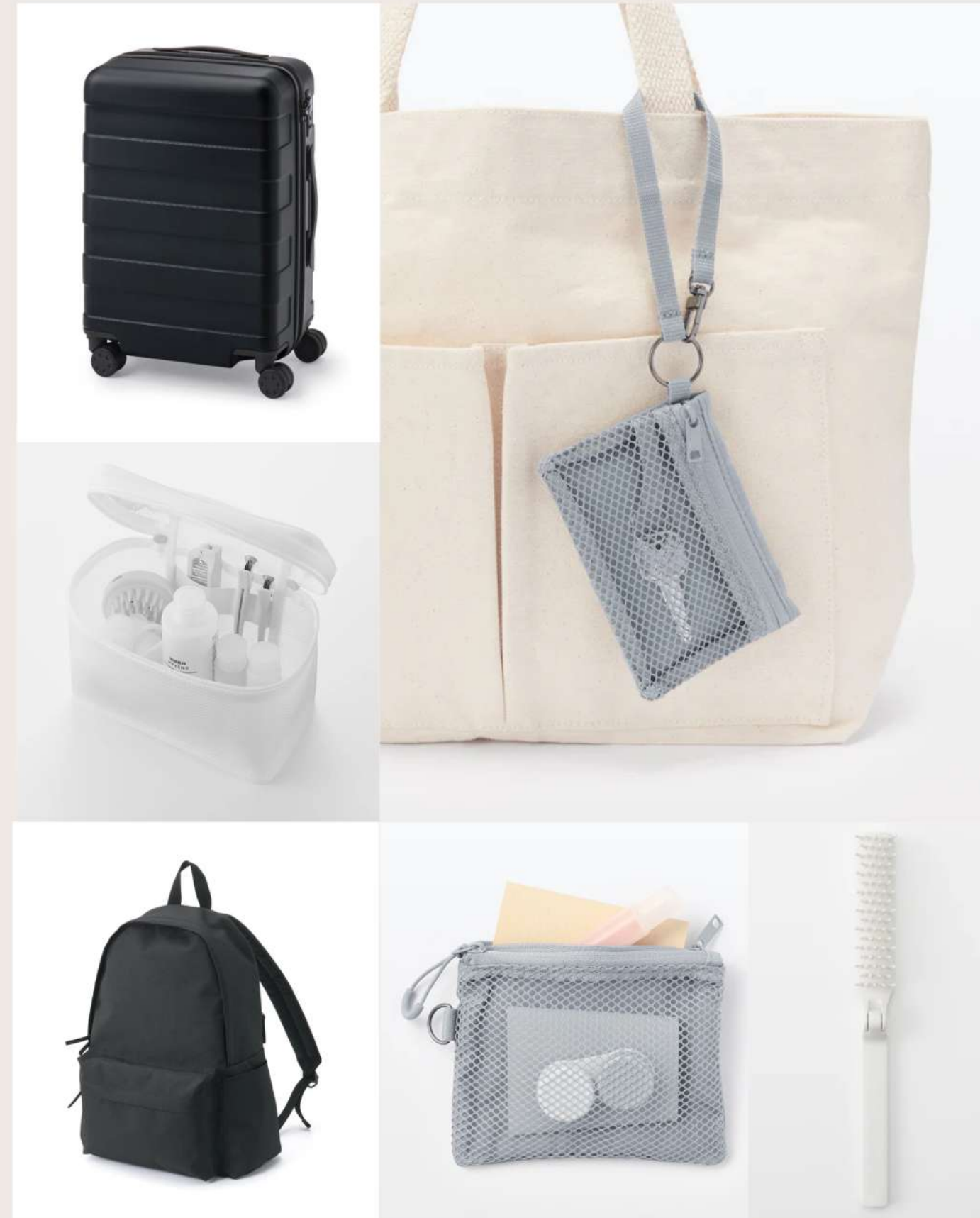


MUJI is about providing **high-quality, minimalist products** that focus on **simplicity, functionality, and sustainability**. They avoid excessive branding and packaging, offering a wide range of items including household goods, clothing, furniture, and food.

PRODUCTS



CLOTHES & SHOES



TRAVEL & BAG



FURNITURE & HOME

BRAND DNA



MINIMALIST:

MUJI designs focus on simplicity and avoid unnecessary details.

SUSTAINABLE:

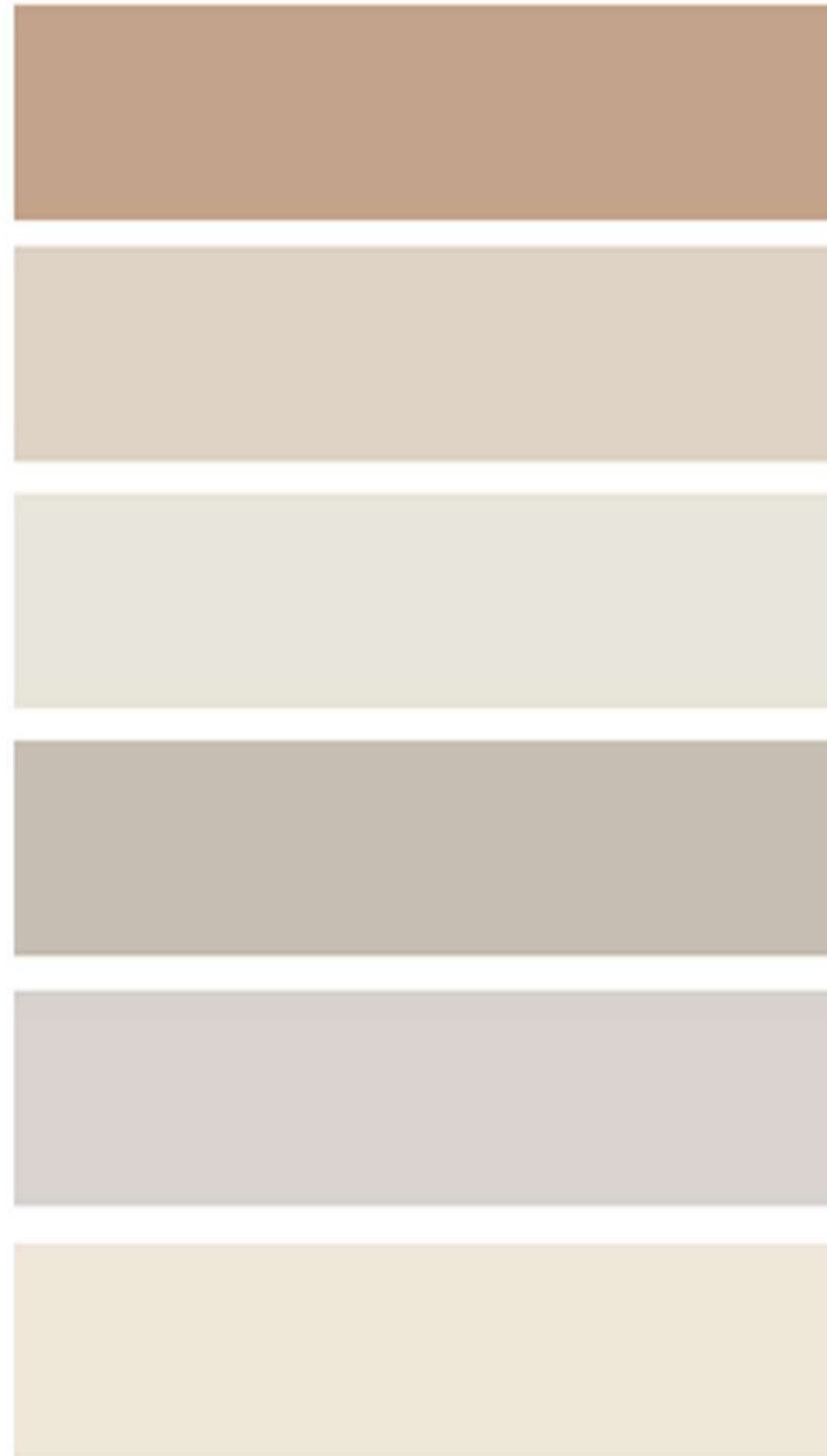
MUJI uses eco-friendly materials and practices to reduce environmental impact.





DESIGN LANGUAGE

COLOR



MUJI's color choices are **neutral** and **natural**, focusing on tones like **white**, **beige**, **gray**, and earthy shades to create a calm, understated aesthetic.

MATERIAL



Natural Acacia
Wood



Oak Veneer



MDF

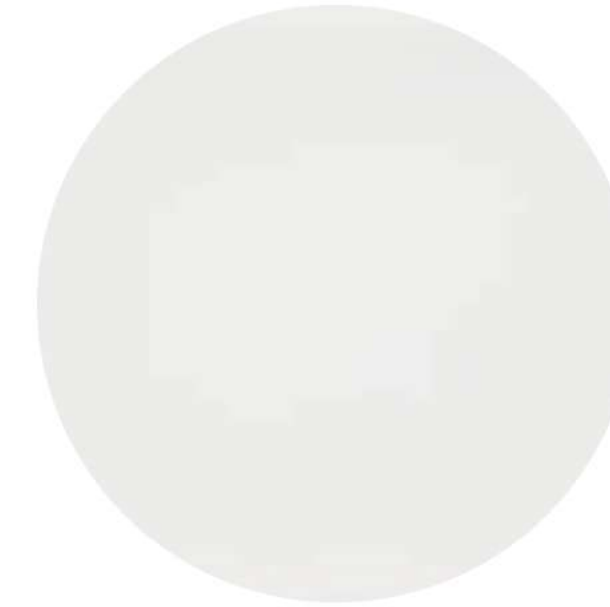


PLAYWOOD

MATERIAL



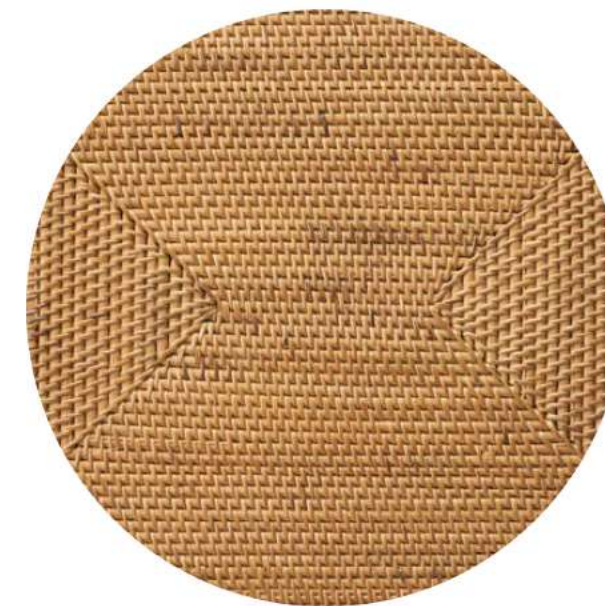
COTTON



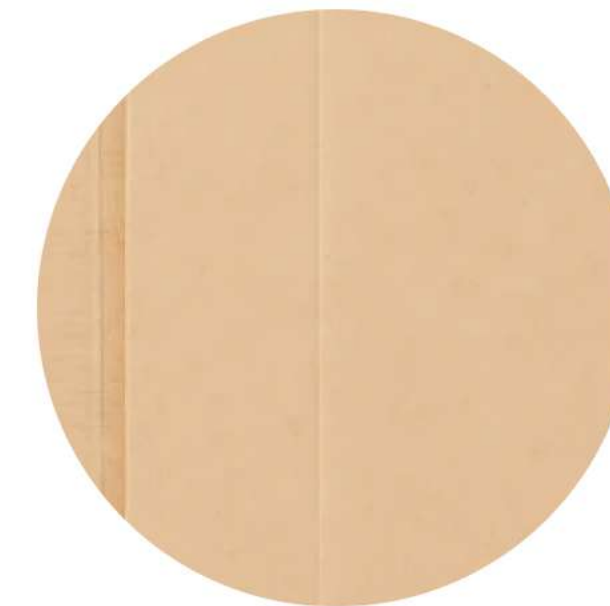
PET PLASTIC



Lyocell



Rattan



PAPER



Polyester



FINISH

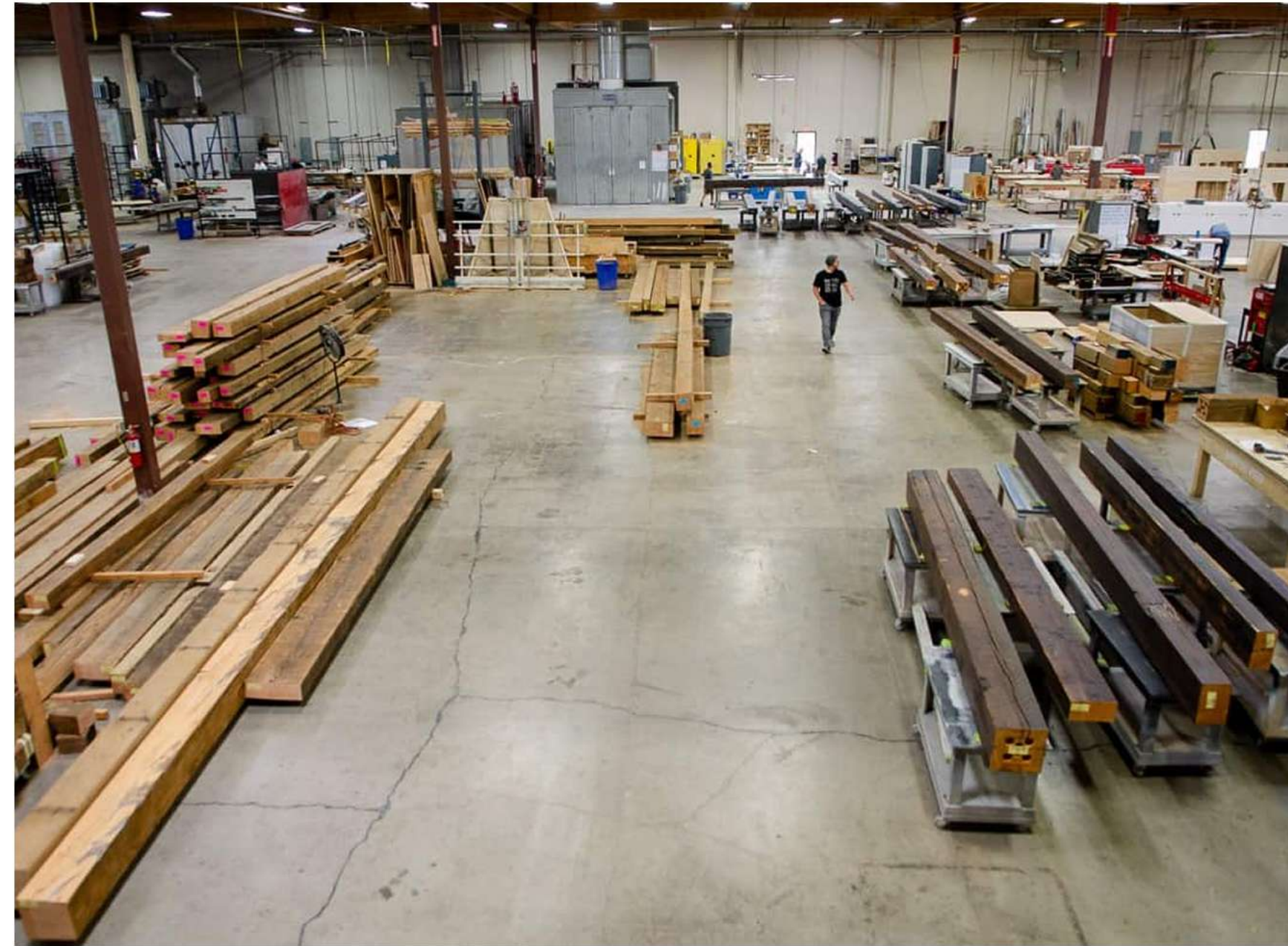


Plastic finish:

Matt finish with frosted
Clear finish with transparent.

Wood finish:

Finishing with the Acrylic Resin Coating
Finishing with polish coating



MANUFACTURING PROCESS



MUJI prioritizes **sustainable manufacturing** through thoughtful material selection, minimal packaging, and waste reduction.



MUJI emphasizes high-quality, sustainable materials like organic cotton and **recycled paper**, while prioritizing suppliers committed to environmental and social responsibility.



MUJI minimizes waste through efficient production, simple recyclable packaging, and **repurposing leftover materials** like scrap fabric and wood offcuts in new products.





MUJI partners with **local artisans** to blend traditional craftsmanship with modern design, as seen in their bamboo furniture and wooden tableware collaboration with Thai craftsmen.





MUJI offers many products that use **laminate materials**. These materials are usually used in furniture, first for the **warm tone**, second for its **durability**, and third for the **cost-effective manufacturing** for the material.





MUJI provides minimalist, high-quality products focused on simplicity, functionality, and sustainability, with **minimal branding** and packaging across diverse categories.



TARGET



Minimalists, MUJI's uncluttered designs align well with a minimalist lifestyle. They appreciate MUJI's design ethos, valuing products that are both functional and aesthetically simple.



Environment Conscious consumers, MUJI uses materials that are **environmentally friendly**, such as organic cotton, recycled paper, and **sustainably** sourced wood. It is known for its minimalist packaging, which **avoids excessive plastic** or decorative materials. The focus on simplicity in packaging **reduces waste** and promotes the idea of using only what is necessary



Urban Dwellers. People living in small apartments or urban spaces benefit from Muji's compact and functional furniture, storage solutions, and household goods that maximize limited living areas.



COMPETITOR ANALYSIS

COMPETITORS

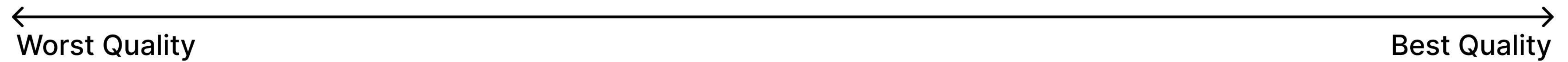


The Container Store®

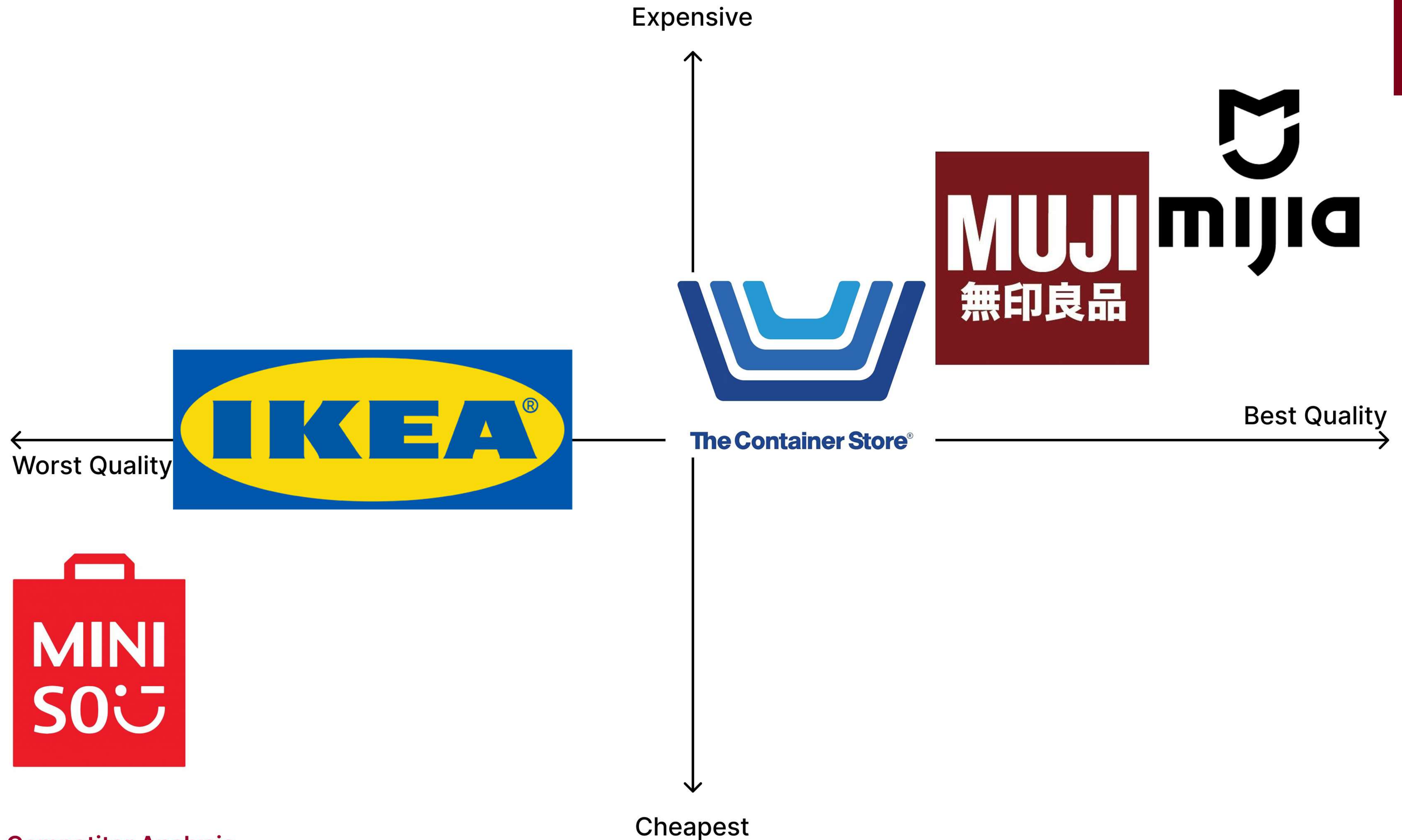




The Container Store®









WHAT DO THEY NEED?



MUJI have the shelves storage and book storage product line right now.

However kitchen always have a lot of Kitchenware and tableware product needs to be clean up. What if design the storage shelf in kitchen



MUJI have tons of kitchen appliances and utensils already.

But, what about refining them with clean looking and making them more comfortable to use?



MUJI positions itself as a brand that caters to all aspects of daily life, from home goods to clothing. Outdoor accessories has been a field where MUJI hasn't designed for. Products in this category fits with

Designer Spotlight



"Objects should never shout."

Jasper Morrison

Jasper Morrison

Menu

Timeline/Muji



2005

Muji Modular Seating
Produced by Muji, Japan



Muji chair





Muji Modular Seating

2005

A moulded polypropylene 'pallet' base, moulded polypropylene and clip-in, flexible back rest and moulded polypropylene foam body. Units can be combined to provide extended seating or more traditional two- and three-seater sofas.

- Produced by Muji, Japan





Muji Chair

2005

A range of wooden chairs, tables and shelves.





Cutlery

2008

A range of stainless-steel cutlery.

- Produced by Muji, Japan
- Photo: Asuka Katagri



Hut

2015

A hut made of concrete with wood panelling, a cork facade and a tatami floor. It measured 11 × 7 metres.



Lotus

2006

Desk and lounge chairs in moulded fabric or leather, with an adjustable headrest and polished cast-aluminium bases.

- **Produced by Cappellini, Italy**



Archetyp

2024

An upholstered chair made of ash, oak or birch, produced in lobby and lounge versions.

- **Produced by Nikari, Finland**



APC

2016

The All Plastic Chair consists of a moulded frame, seat and back. The back is attached with rubber mounts.

- **Produced by Vitra, Switzerland**



Utensil Family

2001

A family of stainless-steel kitchen utensils with a stainless-steel rack and plastic hooks.

- **Produced by Alessi, Italy**

ABC

1996

Cutlery tray, single piece polypropylene moulding.

- **Produced by Magis, Italy**



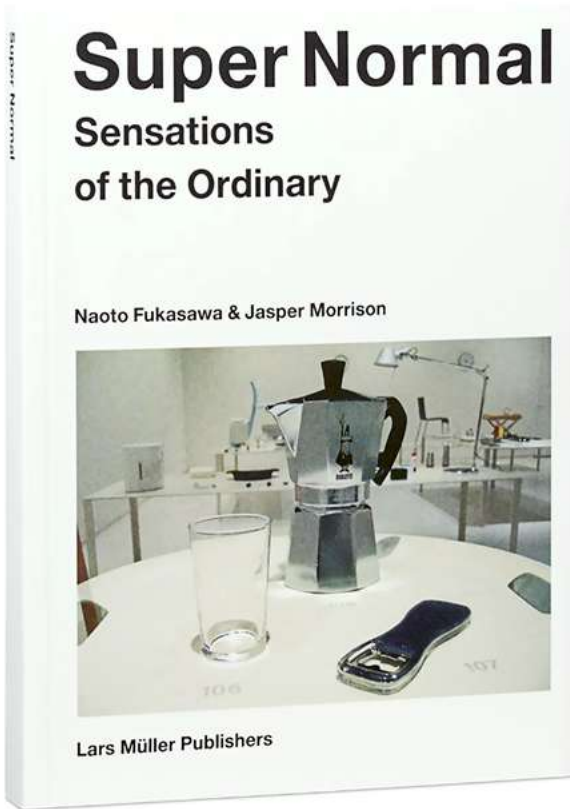
Respect for Materials and Craftsmanship	"Super Normal" Concept	Universality and Longevity
Functionality First	Simplicity without Simplicity	Simplification with Innovation



Lars Müller Publishers

Books About Info

Home Books Design



Naoto Fukasawa and Jasper Morrison
Super Normal
Sensations of the Ordinary

Jasper Morrison and Naoto Fukasawa have compiled 204 everyday objects in search of super normal design: alongside examples of anonymous design, there are design classics like by Jacobsen, Rams, Bill or Noguchi. With products by Newson, Grcic,... [read more](#)

Author(s): Naoto Fukasawa, Jasper Morrison
Design: Integral Lars Müller
14,8 x 20,0 cm, 5 ¼ x 7 ¾ in
128 pages, 264 illustrations
paperback
2007, 978-3-03778-106-7, English

Product Design Jasper Morrison Japan

CHF 25.00 [Add](#)

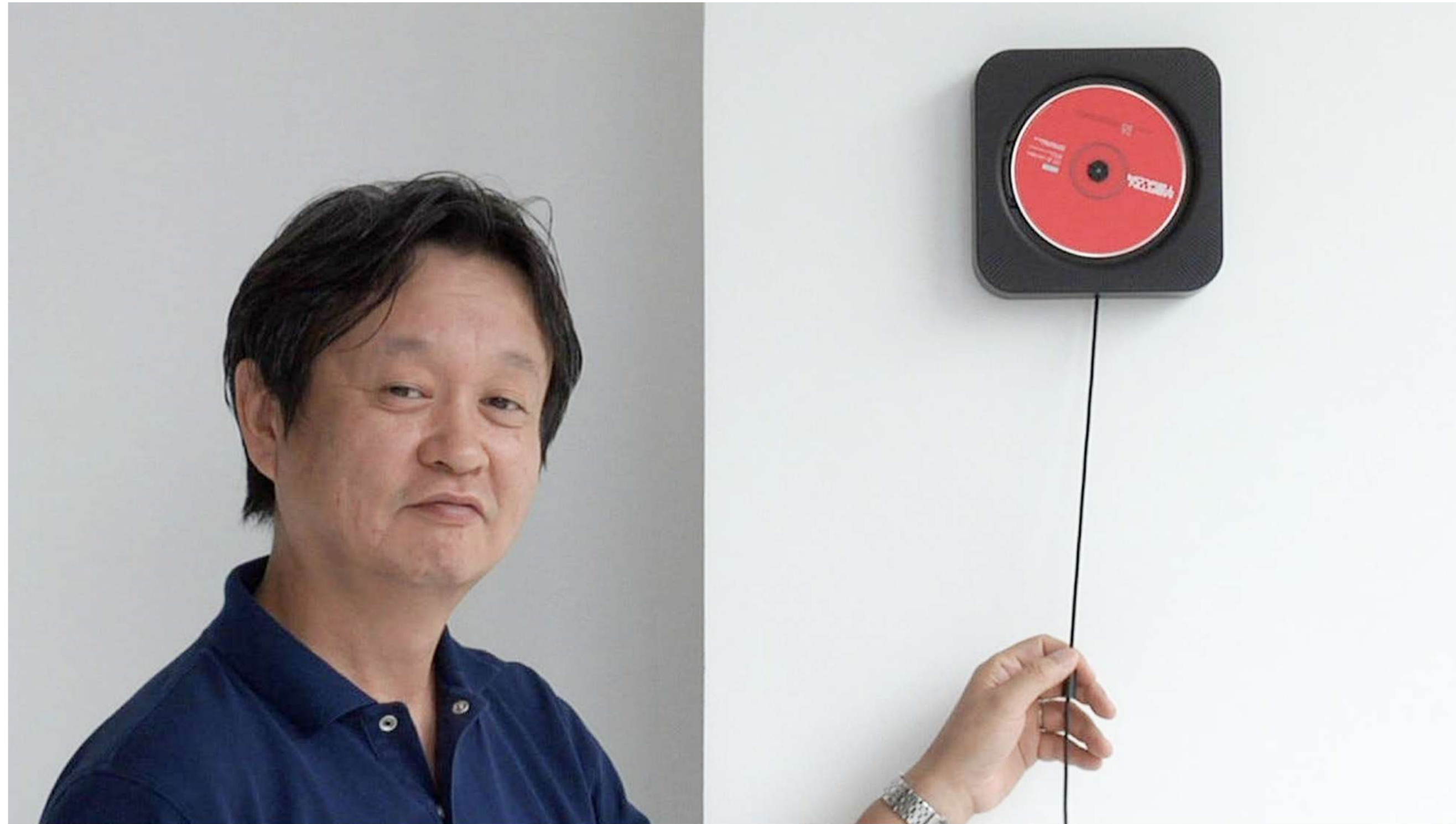
Morrison’s design philosophy is encapsulated in the concept of “Super Normal.” This idea emphasizes the beauty of the ordinary. He believes that truly exceptional design is not flashy or attention-grabbing but is rooted in simplicity and effectiveness. It’s about creating objects that, while appearing simple and natural, are deeply functional and resonate with users over time.

Design that dissolves into behavior

“I want to make
‘I don’t know what it is’
my ultimate goal.”

Naoto Fukasawa

Wall Mounted CD Player



“Design Without Thought” refers to a design philosophy that aims to create products so intuitive and straightforward that users can interact with them effortlessly, without needing to consciously think about how to use them. Fukasawa focuses on simplicity and naturalness, ensuring that the design feels natural and unobtrusive, allowing the product to seamlessly integrate into the user's daily life.



Designed For Muji



Bottega Ghianda

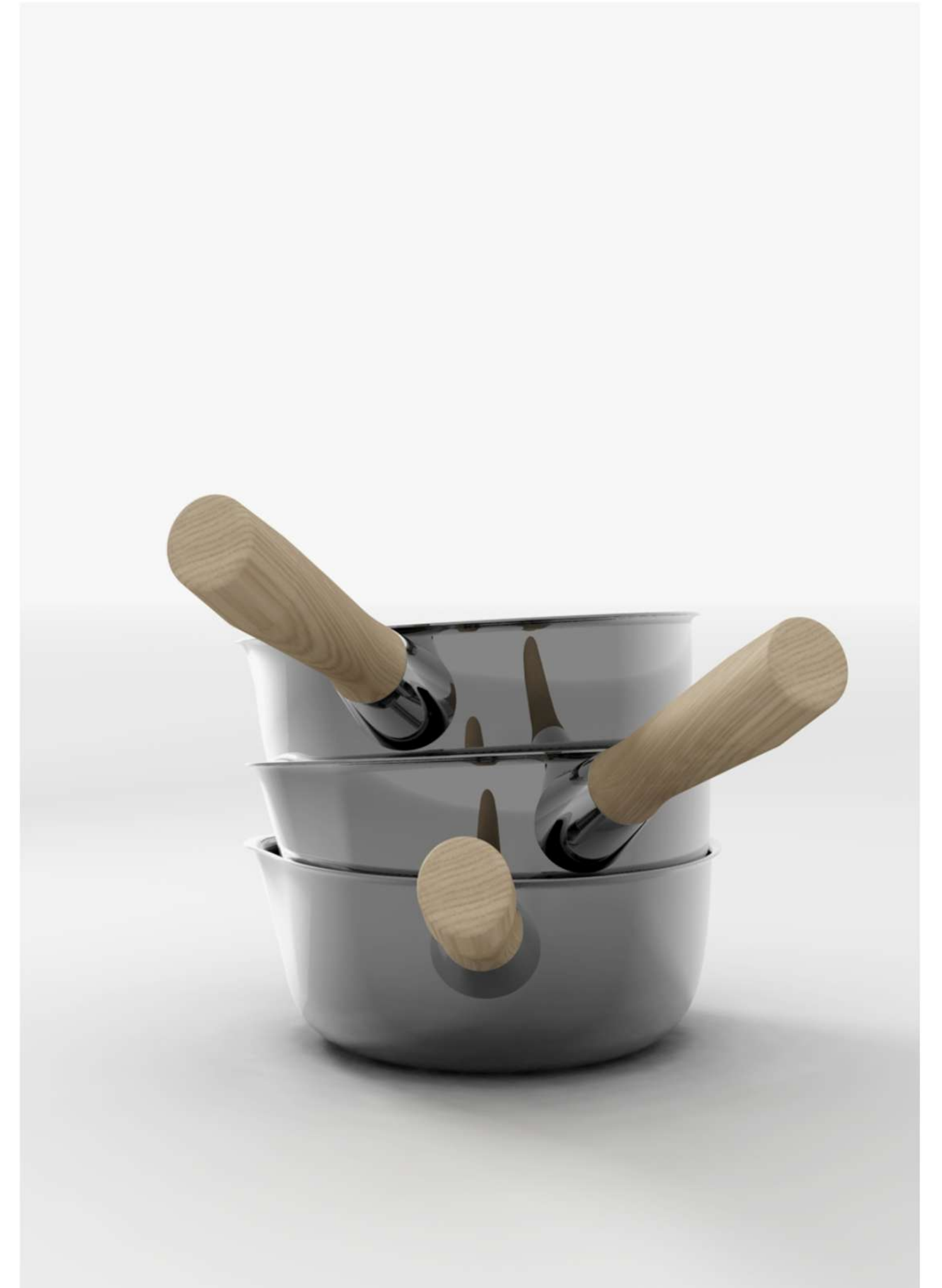


PlusMinusZero



Maruni

Alessi



Naoto Fukasawa's design influence lies in his ability to create intuitive, minimalist products that seamlessly integrate into everyday life, setting a global standard for simplicity and functionality.

**“Our mission is to simplify
in order to improve the overall design
and its production.”**

Studio Irvine





Ultra Light chair
2013

Dustpan and broom
2022



Thonet Chair
2009

Studio Irvine is an architecture and design studio based in Milan specialized in product design, creative direction and architectural spaces in which there is a specific research on materials and surfaces.



Studio Irvine is run by the architect Marialaura Irvine and her cross-disciplinary philosophy denotes a constant inclination and curiosity towards all types of projects: from the design of a chair to the one of a surface; from the art direction of companies to architectural projects.



Paf Paf, chair
Mattiazzi 2023



Juno 02, recycled plastic chair
Arper 2022



P-saico mélange, mosaic
Mosaico+ 2021