

DON DON: DONKI

Pan Pacific Retail Management (HK) Co. Ltd.

20 November 2019

DON DON DONKI OP Mall Store

The Japanese Brand Specialty Store is opening a second Hong Kong store located in OP Mall above Tsuen Wan West Station on 12 December 2019



Pan Pacific International Holdings (PPIH) Group's Pan Pacific Retail Management, operator of 24-hour general discount store "Don Quijote", will open its second Hong Kong branch, the "DON DON DONKI OP Mall Store" on 12 December this year, in the newly developed commercial facility "OP Mall," located above Tsuen Wan West Station. The new store builds on the early success enjoyed by the brand's inaugural Hong Kong destination store at DON DON DONKI Mira Place 2, enabling even more DONKI fans in HK to indulge themselves in the vibrant Japanese culture of DON DON DONKI.

DON DON DONKI's sector-defining "Japanese brand specialty store" concept became a global hit, with a vast line-up of products made in Japan or designed for the Japanese market. "DON DON DONKI OP Mall Store" will be the largest store the brand has opened to date, and it will feature the famous offering of Perishables (Produce, Sushi & Sashimi, Meat, and Delicatessen), Confectionery, Daily & Packaged foods, and other Japanese delicacies as well as its signature sweet potato which became a health food favourite in Hong Kong at its first store.

DON DON DONKI offers an experiential retail paradise wherein people will love to spend time and shop as a leisure activity, rather than just shopping for essentials.

A key feature of "DON DON DONKI OP Mall Store" will be a focused range of home and living products, toys plus a wide range of health and beauty products, last but not least Pan Pacific International Holdings Group's (formerly Don Quijote Holdings Group) original brand – **Jonetsu Kakaku** - which translates as 'Passionate Price', offering a range of imported products with the promise of affordability without compromising on quality.

Mr. Takeuchi Mitsuyoshi, President of Pan Pacific Retail Management (HK) Co. Ltd., said, "We are proud of the success our first store location has enjoyed in Hong Kong's TST area, and we are excited to announce that we will open the doors of our second store to welcome a huge number of domestic HK and international visitors. The first store is already a big tourist draw and a local attraction in Hong Kong, and this second location will be even bigger and more dynamic. DON DON DONKI brings the best of Japan directly to fans in Hong Kong, and is a vibrant expression of the brand for long-term fans and newcomers alike. We hope to continue our expansion pan-Asia with further store launches to be announced soon."

He continues, "A big thank you to all of our customers for the support shown to the first store which has achieved a very good sales performance. We always aim to create a very welcoming store environment, inviting our customers to have a wonderful time shopping and knowing more about the latest exciting products straight from Japan! The expansion of our household products range at the new store will cater to local needs of the neighbourhood to offer excellent convenience to those who live close to the new store, and this will augment the popular current ranges of products to boost our sales performance even further."

In addition, restaurants and tenants with roots in Japan such as makers of ramen and tempura are targeted to open in February 2020, making it a store where customers can try authentic Japanese food easily and affordably.

Store Overview

Store Name	: DON DON DONKI OP Mall Store
Opening Hour	: 9 a.m. to Midnight 1 a.m.
Address	: 2/F OP Mall, 100 Tai Ho Road, Tsuen Wan, New Territory, Hong Kong
Opening Date	: 12 December 2019 10 a.m.
Sales floor Size	: 2,479.00 m ²

Product : Food, fresh items (fruits, sushi & sashimi, meat, cooked food), home & living,
Categories liquor, cosmetics, miscellaneous goods, etc.



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About Don Quijote

Don Quijote is a famous Japanese discount retail chain famously known as “DONKI” with 350+ stores in Japan, 3 in Hawaii and 9 in California. Don Quijote is now expanding to Southeast Asia as "DON DON DONKI". Pan Pacific International Holdings Group’s (former Don Quijote Group) conducts business activities based on the three pillars of convenience, discount, and amusement, guided by the corporate philosophy of “valuing the customer as our utmost priority”. It operates in Asia-Pacific Pan Pacific Retail Management.