MUMUSO

MUMUSO (Shanghai) Co., Ltd. 2026

Life starts with mumuso.

MUMUSO

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

MUMUSO

ABOUT US

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

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.

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ABOUT US

VISION

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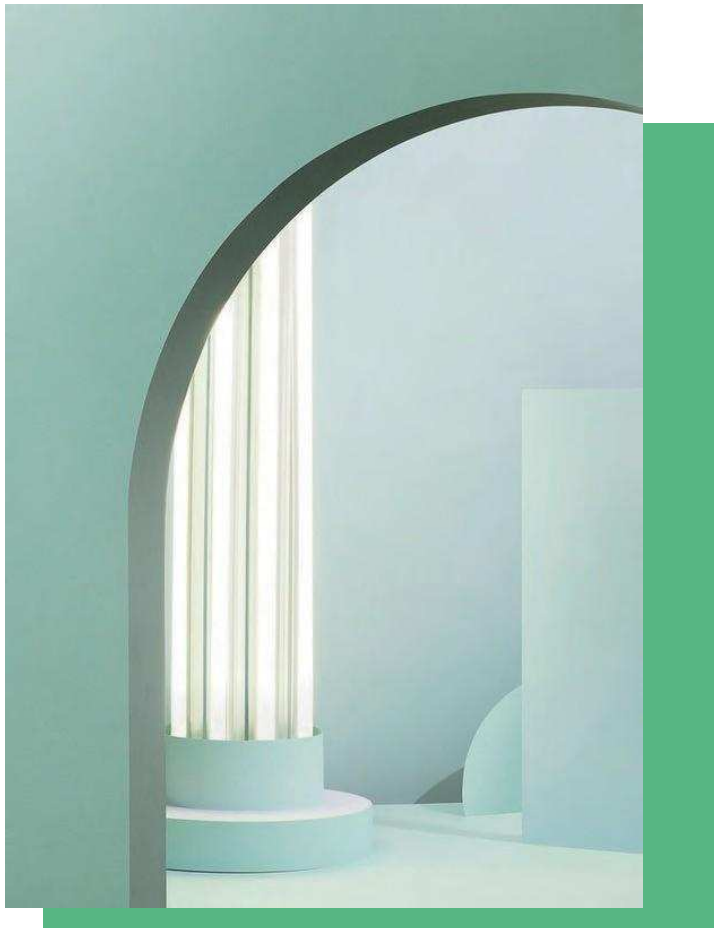
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ABOUT US

BRAND CONCEPT



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.

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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



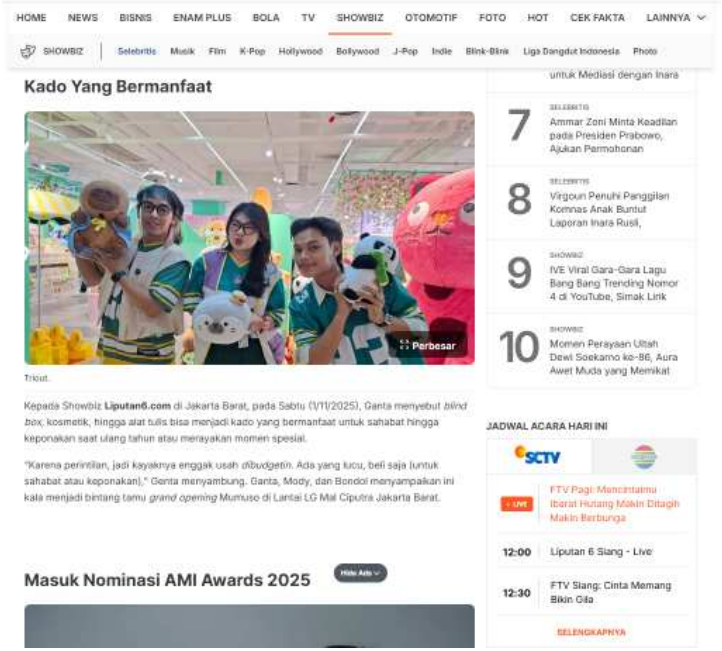


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ABOUT US

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INDONESIAN media covered the grand opening of the store.


HOME NEWS BISNIS ENAM PLUS BOLA TV SHOWBIZ OTOMOTIF FOTO HOT CEK FAKTA LAINNYA

SHOWBIZ | Selebritis Musik Film K-Pop Hollywood Bollywood J-Pop Indie Blink-Blink Liga Dangdut Indonesia Photo

Kado Yang Bermanfaat

Perbesar

Triout.

Kepada Showbiz **Liputan6.com** di Jakarta Barat, pada Sabtu (1/11/2025), Ganta menyebut *blind box*, kosmetik, hingga alat tulis bisa menjadi kado yang bermanfaat untuk sahabat hingga keponakan saat ulang tahun atau merayakan momen spesial.

"Karena penilitian, jadi kayaknya enggak usah *dibudgetin*. Ada yang lucu, beli saja (untuk sahabat atau keponakan)," Ganta menyambung. Ganta, Mody, dan Bondol menyampaikan ini kala menjadi bintang tamu *grand opening* Mumuso di Lantai LG Mal Ciputra Jakarta Barat.

Masuk Nominasi AMI Awards 2025

7 Ammar Zoni Minta Keadilan pada Presiden Prabowo, Ajukan Permohonan

8 Virgoun Penuhi Panggilan Komnas Anak Buntut Laporan Inara Rusli,

9 IVE Viral Gara-Gara Lagu Bang Bang Trending Nomor 4 di YouTube, Simak Link

10 Momen Perayaan Ultah Dewi Soekarno ke-86, Aura Awet Muda yang Memikat

JADWAL ACARA HARI INI

SCTV

LIVE FTV Pagi: Mencintaimu Ibarat Hutang Makin Ditagih Makin Berbunga

12:00 Liputan 6 Siang - Live

12:30 FTV Siang: Cinta Memang Bikin Gila

SELENGKAPNYA

MUMUSO ⊕ Mal Ciputra Jakarta: GERAI TERBESAR DENGAN ⊕ Mainan MENARIK | RETAILITORY

Setelah membuka cabang di Cibinong City Mall, MUMUSO bersiap meluncurkan gerai baru di Mal Ciputra Jakarta (CL) pada 1 November 2025. 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
Patokan: 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



kumparanHits



Pencapaian ini, menurut Bondol, adalah sebuah standar baru bagi perjalanan karier mereka di industri musik Tanah Air.

"Kami baru masuk nominasi AMI Awards. Menang itu standar kami menjadi musisi yang akan terus bergenerasi di belantika musik Indonesia," ujar Bondol saat TRIOUT hadir dalam *opening store* Mumuso di Mal Ciputra, Jakarta Barat, Sabtu (1/11).

Bondol mengaku betapa sulitnya untuk bisa dilirik oleh ajang penghargaan musik paling bergengsi di Indonesia tersebut.

"Masuk nominasi AMI Awards itu susah banget. Jadi ini sebuah pencapaian yang sangat kami syukuri banget," kata Bondol.

Sementara, Genta mengaku bangga karena bisa bersanding dengan nama musisi besar yang menjadi pesaing mereka. TRIOUT masuk nominasi bersama musisi papan atas seperti Gery Gani, JKT48, WARNA, dan GAC.





kumparanHits

Vokal Terbaik lewat lagu mereka yang berjudul Pikir Nanti. Kejutan ini bahkan tidak mereka sangka sebelumnya.

"Tahun lalu hanya hadir sebagai penonton di AMI, tahun ini diundang konferensi pers sampai pengumuman nominasi. Pas lita masuk, eh ada lita," kenang Bondol.



Masuk nominasi AMI Awards membawa dampak signifikan bagi jadwal panggung TRIOUT.

"Oh, pastinya dong (jadwal makin padat). Ini aja pagi-pagi di Mumuso, nanti siang ke mana, malam ke mana," jelas Bondol.

Meski sedikit kesalahan mengatur jadwal, mereka berkomitmen menjalankan semuanya secara profesional. Bagi TRIOUT, nominasi ini sudah menjadi kemenangan tersendiri.

"Udah, yang penting masuk nominasi aja bersyukur banget. Udah mentok. Menang enggak menang udah belakangan, yang penting masuk nominasi dulu aja," timpal Moldy.

HOME NEWS BISNIS ENAM PLUS BOLA TV SHOWBIZ OTOMOTIF

SHOWBIZ | Selebritis Musik Film K-Pop Hollywood Bollywood J-Pop Indie

Bertemu Peserta Triout



Triout.

Bagi Triout, pencapaian ini tak luput dari dukungan penggemar yang disebut Peserta Triout. Itu sebabnya, Triout bersyukur diundang ke acara offair seperti pembukaan outlet karena bisa bertemu *fans* langsung. Ganta, Mody, dan Bondol percaya komunikasi tatap muka tetap penting.

"Kami bisa langsung bertemu Peserta Triout. Kami bisa langsung komunikasi, seru-seruan dengan mereka. Dengan kata lain tidak ada yang bisa menggantikan komunikasi tatap muka. Interaksinya lebih nyata, kami bisa tahu *feedback* mereka," ungkap Bondol.

Sementara itu, Area Manager Mumuso Indonesia, Rosita menyatakan, "Kami ingin hadirkan pengalaman belanja yang lebih dari sekadar beli produk. Lewat aktivitas seperti DIY Boneka dan Mesin Capit, pengunjung bisa berkreasi dan berekspresi secara fun dan penuh makna bersama kami."

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ABOUT US

MILESTONES

2014
- Established in Shanghai
- 1st store opened in Taidong, Qingdao, China

2015
- Opened the 100th store in Kaide Plaza, Zhengzhou, China.
- Set up strategic cooperation with leading commercial real estate group--Wanda group.

2016
- 1st store opened in the Philippines

2017
- Developed franchisees in Russia, Canada, Astrilia, and Mexico.
- Setup JV in Dubai.
- MUMUSO globalization strategy annouced in Ho Chi Minh City, Vietnam.

2018
- 1st store opened in Gutemala
- Developed franchisee in Melta
- Global strategic partners' meeting held in Shanghai

2019
- 1st store opened in Peru
- Upgraded flagship store opened in Dubai MALL

2020
- 1st store opened in Madrid, Spain.

2021
- Developed franchisees in Kuwait, Democratic Republic of the Congo, Palestine, and Qatar.

2022
- Developed franchisee in Saudi Arabia

2023
- MUMUSO entered Indonesia with the opening of its first flagship store.

2024
- Developed franchisees in Honduras and Costa Rica.
- Developed franchisees in Kazakhstan,expanding into the Central Asian market.
- 1st store opened in Berlin, Germany.

2025
- 1st store opened in Scotland, the UK.
- Developed franchisees in Austria, Poland, Guyana and Cuba.
- MUMUSO Fashion Week Berlin 2025.

2026
- 1st store opened in Bangladesh.
- A new chapter is unfolding.

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PRODUCTS

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PRODUCT

CATEGORY

- Beauty Products
- Clothing Accessories
- Children's Products
- Household Products
- Fashion Accessories
- Stationery Supplies
- Snacks & Foods
- Home Textiles
- Bags & Luggage
- Electronics

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PRODUCTS

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BEAUTY PRODUCTS



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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HOSEHOLD PRODUCTS



FASHION ACCESSORIES



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PRODUCTS

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BAGS & LUGGAGE



ELECTRONICS



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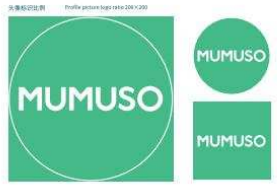
RETAIL STORES

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RETAIL STORES

DESIGN CONCEPT















A fast fashion department store brand that is popular all over the world.





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RETAIL STORES

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MUMUSO-IP

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GuGu Ala MuMu Anne Cluck Alen

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MUMUSO-IP

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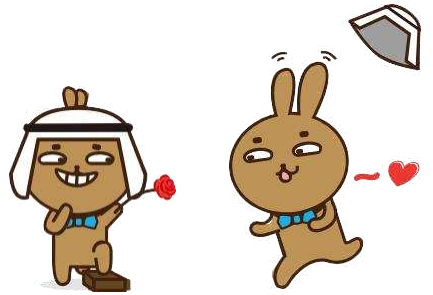


The intelligent and wise leader of MUMUSO who appears slow-witted. Andhe cares for everyone in thefamily.





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





The cold and elegant catqueen. She's into shop-pinga lot.





An alien visitor. He disquises himself as a handsomeand loyal dog when doinghis tasks.



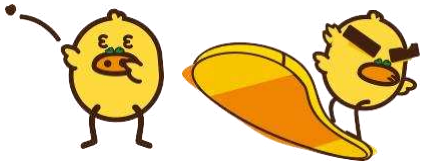


A quiet and kind little star fan with short hands and legs.She can't help firing when she's pissed off.





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



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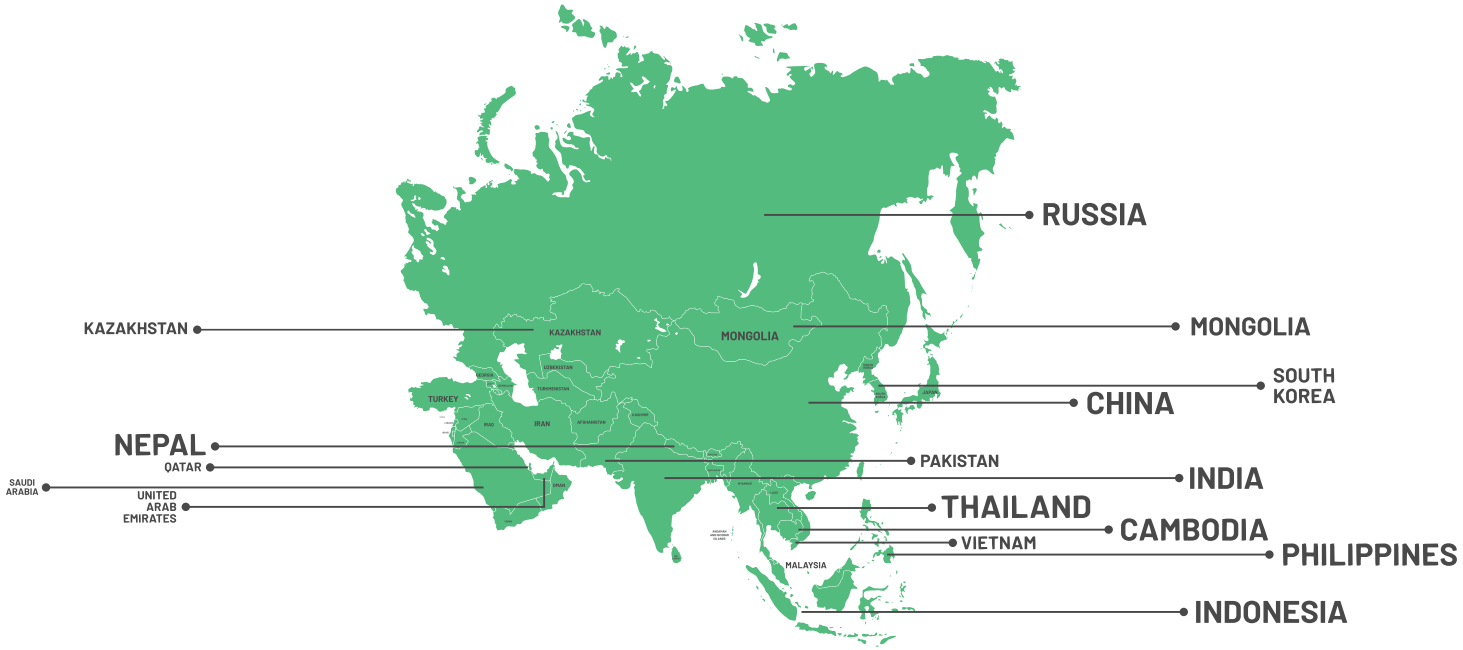
FRANCHISE NETWORK

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FRANCHISE NETWORK

ASIA











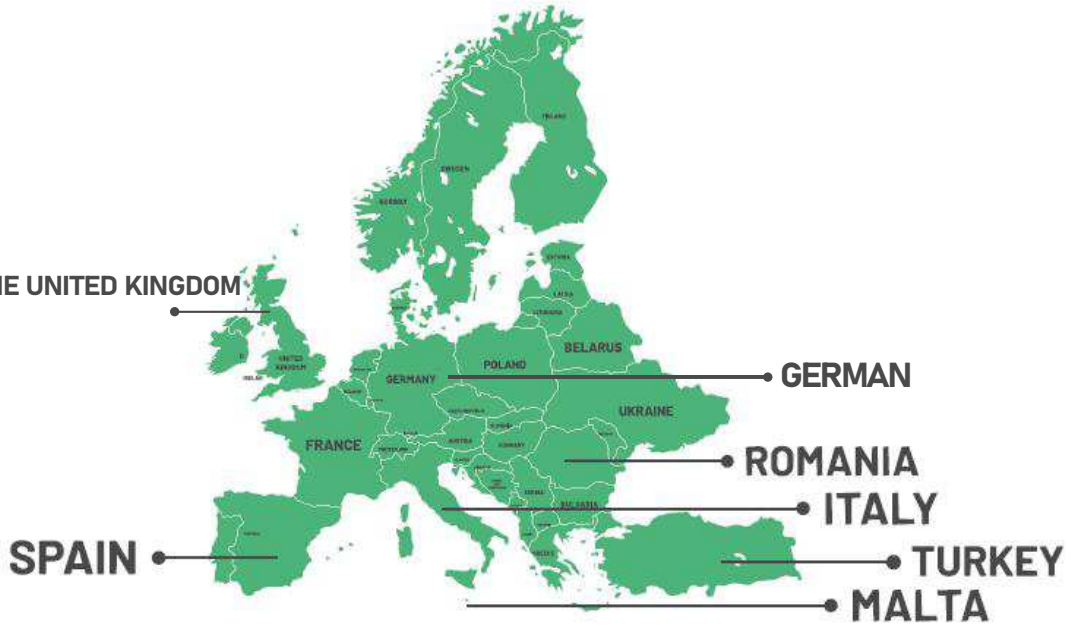


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FRANCHISE NETWORK

EUROPE















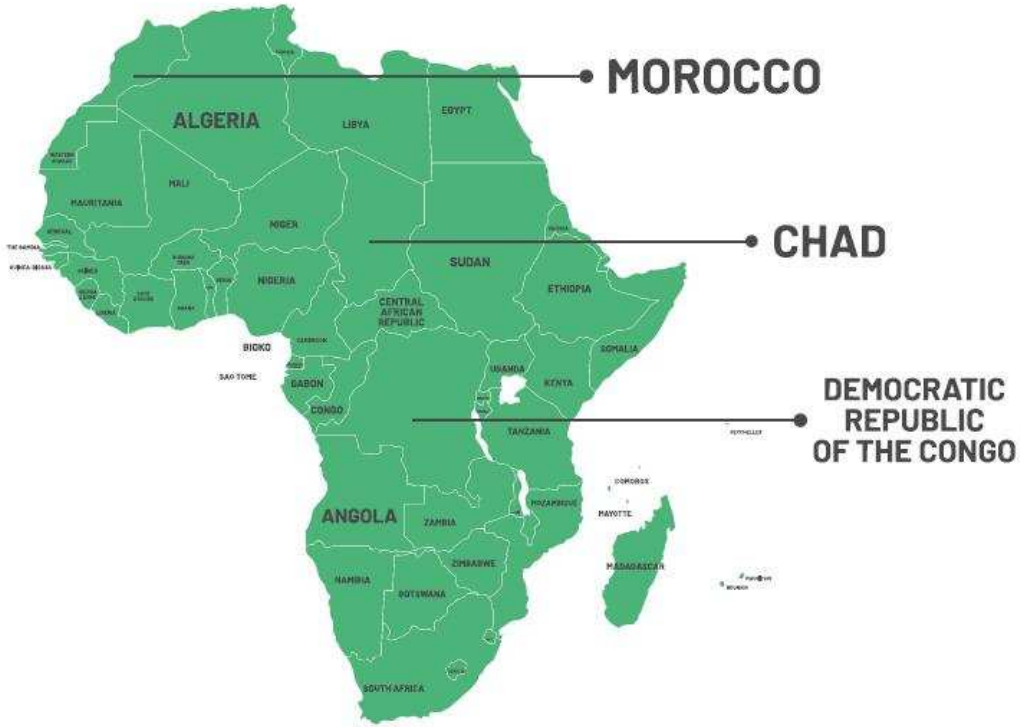


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FRANCHISE NETWORK

AFRICA

















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FRANCHISE NETWORK

NORTH AMERICA













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FRANCHISE NETWORK

SOUTH AMERICA











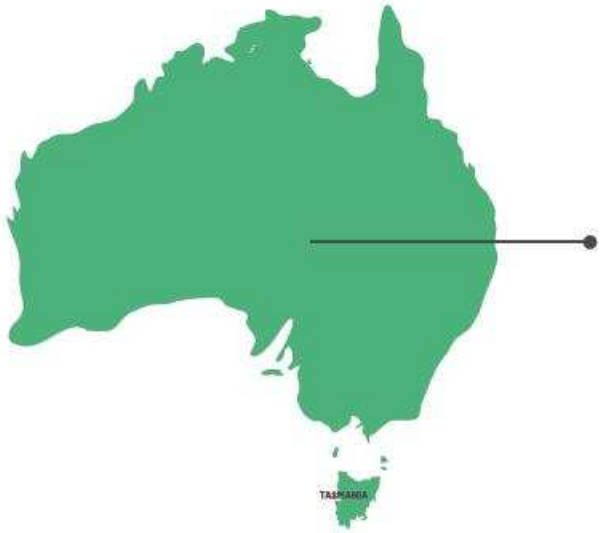


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FRANCHISE NETWORK

OCEANIA



AUSTRALIA











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ABOUT THE EVENT









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ABOUT THE EVENT







Berlin Fashion Week

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ABOUT THE EVENT

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ABOUT THE EVENT













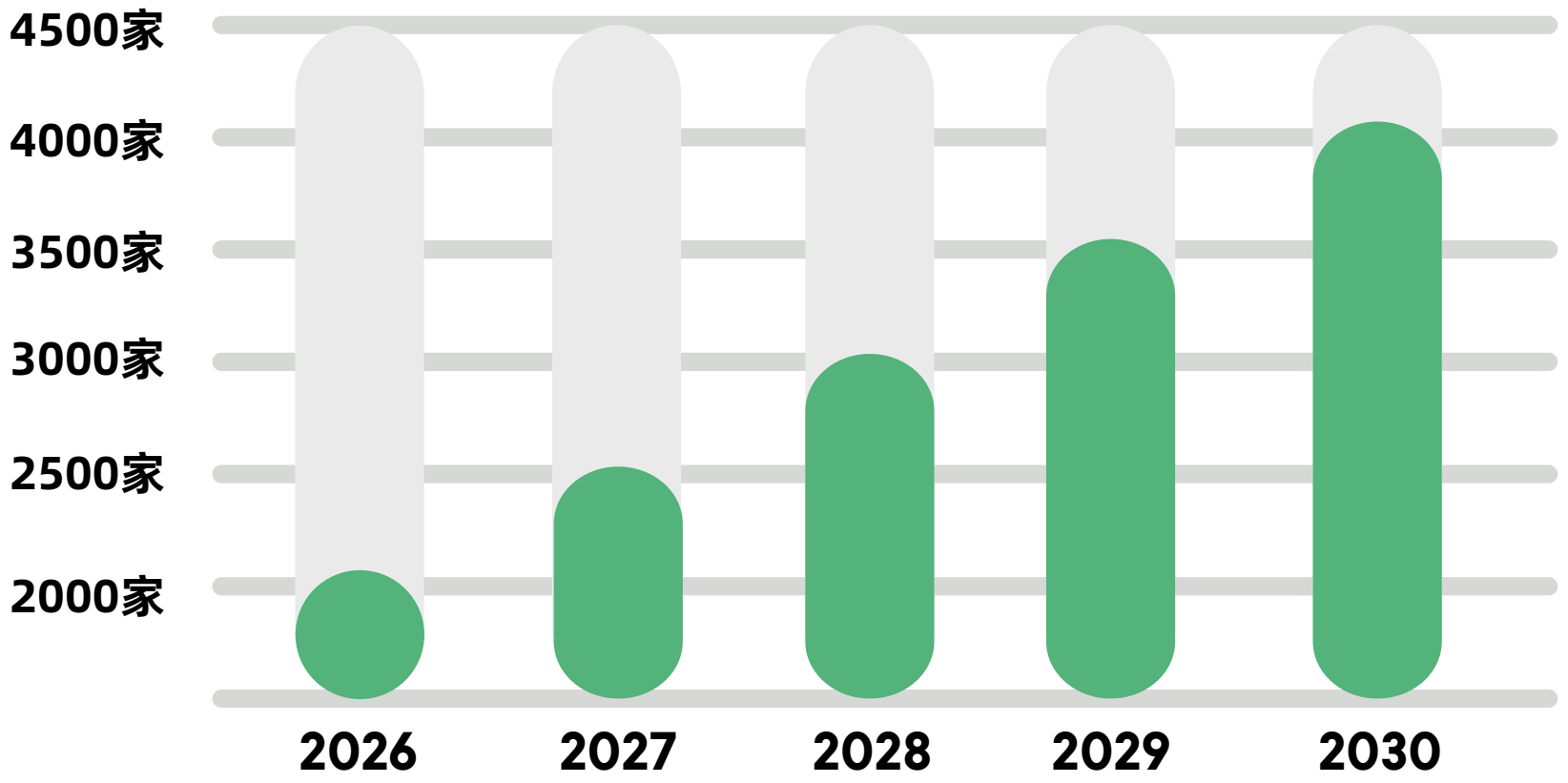


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FRANCHISE NETWORK

FIVE-YEAR PLAN



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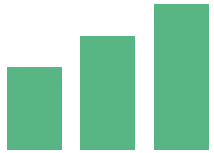
FRANCHISE POLICY

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FRANCHISE POLICY

SITE SELECTION



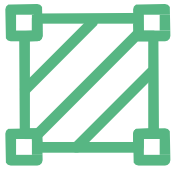
City Tier

City population over 200k



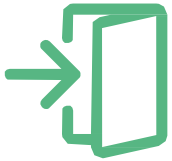
Location Selection

Shopping mall, commercial district with high traffic volume



Store Size

200-300㎡ as the optimised size



Store Entrance

Independent



Store Shape

Square size preferred with gate-width over 8m

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FRANCHISE POLICY

JOINING PROCESS

INTENTION CONSULTATION



EVALUATION



CONTRACT SIGNING



STORE DEVELOPMENT & MERCHANDISE ORDER



MARKETING & OPERATION

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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.

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CONTACT MUMUSO USA

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MUMUSO USA

Franchise enquiries

Product information

Store partnerships

mumuso.us

THANKS !

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