

報道関係各位

2023年6月29日

Marui City Yokohama's "Chiikawa POP UP SHOP" is becoming an official shop! "Chiikawaland Marui City Yokohama Store"!! Grand opening on July 14th, 2023 (Friday).



Kiddy Land Co., Ltd. (Representative Director and President: Takahiko Tsunemura, Headquarters: Chiyoda-ku, Tokyo) will open the "Chiikawa POP UP SHOP" on the 8th floor of Marui City Yokohama as the official shop "Chiikawaland Marui City Yokohama Store" on July 14th, 2023 (Friday). Please note that the current store will be temporarily closed during the period from July 6th (Thursday) to July 13th (Thursday) in preparation for the grand opening.

"Chiikawa" is a character created by the illustrator Nagano on Twitter. It was later commercialized in December 2020, and an official online store called "Chiikawa Market" was opened. The manga that was being posted on Twitter was also published as a book. Its unique world view and story have attracted a large number of fans, and it currently has over 2.27 million followers. Collaborative cafes, exhibitions, and even an anime broadcast on the "Mezamashi TV" (Fuji TV) have made it one of the most popular works at the moment.

"Chiikawaland," which opened simultaneously in two stores in Harajuku and Osaka Umeda in August 2021, has been attracting many customers every day. In 2022, it opened the Fukuoka Parco store in June and the Kyoto Shijo-Kawaramachi store in July, both within two months. Furthermore, in September, "Chiikawaland TOKYO Station" was opened in Tokyo Station's Tokyo Character Street. With the cooperation of Spiral Cute Co., Ltd. (Representative Director: Yoichi Kawakami, Headquarters: Chuo-ku, Tokyo), the 10th official shop of "Chiikawa," "Chiikawaland Marui City Yokohama Store," will be opened.

At "Chiikawaland Marui City Yokohama Store," commemorative products featuring illustrations specially drawn for "Chiikawaland" will be available for resale, along with purchase benefits, exclusive shoppers, and an open commemorative stamp. We invite you to take this opportunity to visit the store.

■For more information, please visit the following URL:

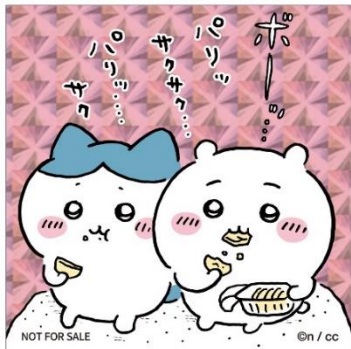
Chiikawaland Marui City Yokohama Store <https://chiikawa-information.jp/chiikawaland/yokohama/index.html>

Thank you for the information. We highly recommend following the official Twitter account of "Chiikawaland" for the latest updates, including product arrivals and more. Please follow them at:

Official Twitter Account: @chiikawa_land URL: https://twitter.com/chiikawa_land

●お買い上げ特典●

- ① At "Chiikawaland Marui City Yokohama Store," customers who make a purchase will receive a complimentary "Hologram Sticker (not for sale)" with each transaction! Please note that this offer is available while supplies last.



- ② At "Chiikawaland Marui City Yokohama Store," customers who make a purchase of 3,300 yen or more (including tax) will receive a complimentary "Hologram Can Badge (not for sale)" with each transaction! Please note that this offer is available while supplies last.



- ③ At "Chiikawaland Marui City Yokohama Store," customers who make a purchase of 5,500 yen or more (including tax) will receive a complimentary "Tote Bag (not for sale)" with each transaction! Please note that this offer is available while supplies last.



Customers who make a purchase will receive a "Chiikawaland" shopper (4 types) with their purchase. One of the four designs will be chosen based on the purchased items and included with the purchase.



●new item●



Crab Chiikawa Mascot
1,320 yen (including tax)



Crab Hachiwari Mascot
1,320 yen (including tax)



Lobster Rabbit Mascot
1,320 yen (including tax)



Crab Flying Squirrel Mascot
1,320 yen (including tax)

Please note that for the above mascots, a limit of one per person per transaction applies.



Armor-san's Crab Headband
1,100 yen (including tax)



Armor-san's Lobster Headband
1,100 yen (including tax)



Round and Fluffy Cushion Plush
6 designs, each priced at 1,100 yen
(including tax)



Plush Card Holder
6 designs, each priced at 1,650 yen (including tax)



Aurora Die-Cut Hairbrush
3 designs, each priced at 1,980 yen
(including tax)

Please note that for the headbands, cushion plush, card holders, and hairbrushes mentioned above, there is a limit of three items per person per transaction.



Smiling Face Multi Charging Cable

7 designs, each priced at 1,760 yen (including tax)



Magnet Earrings Set of 3

2 sets, each priced at 1,100 yen (including tax)



Ear Cuff Set of 4

2 sets, each priced at 880 yen (including tax)

Please note that for the multi charging cables, earrings, and ear cuff sets mentioned above, there is a limit of two sets per person per transaction.

● Commemorative merchandise of "Chiikawaland" ●



Megane Mofukeru Multi Cloth
990 yen (including tax)



Set of 2 Pouches
1,650 yen (including tax)



Set of 2 Mini Drawstring Pouches
(Convenient for Sorting)
1,320 yen (including tax)



Desk Mat
3,080 yen (including tax)



Noren (Japanese-style Door Curtain)
3,300 yen (including tax)

We will also have commemorative stamps set up for the grand opening!

Furthermore, "Chiikawaland Marui City Yokohama Store" will have commemorative stamps available for the grand opening!



[Store Overview]

Store Name: "Chiikawaland Marui City Yokohama Store"

Opening Date: July 14, 2023 (Friday)

Address: 2-19-12 Takashima, Nishi-ku, Yokohama-shi, Kanagawa 220-0011, Japan

Location: 8th floor, Marui City Yokohama

Business Hours: 10:30 AM - 8:30 PM

Annual Holidays: Same as Marui City Yokohama

***Business hours are subject to change. Please check the official website for more details.**

<https://www.0101.co.jp/077/>

"Chiikawa" is a Twitter-based manga created by the illustrator Nagano. It revolves around the daily lives of Chiikawa, a diligent character, and their friends including Hachiware and Rabbits. The story is enjoyable, bittersweet, and sometimes portrays the challenges of life in a slightly intense manner.

The franchise has expanded to include merchandise, collaboration cafes, and partnerships with various companies. A book titled "Chiikawa: Nanka Chiisakute Kawaii Yatsu" has been released by Kodansha, with five volumes available. Additionally, starting from April 2022, the TV anime "Chiikawa" has been airing on "Mezamashi TV" (a Fuji TV network program).

©nagano / chiikawa committee

<or press inquiries, please contact:>

Company: Kiddyland Co., Ltd.

Head Office Public Relations Contact: Araki

Address: 9th Floor, Hyurick Kudan Building, 1-13-5 Kudan-kita, Chiyoda-ku, Tokyo 102-0073, Japan

TEL: 03-6261-5507

FAX: 03-5215-3151

Mobile: 070-1440-9121