

# [***MINISO opens its first Malaysian IP collection store in Barbie-inspired style***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BRP-DNH1-JC5R-20KX-00000-00&context=1516831)

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**Body**

Global lifestyle retailer MINISO opened its first Malaysian IP collection store at the Berjaya Times Square mall, Kuala Lumpur, on March 30. The new store is a perfect pink vision with an eye-catching design inspired by MINISO's ***Barbie*** collaboration. With a wide selection of trendy new IP products and a vibrant in-store atmosphere, it embodies MINISO's Joy Philosophy and will create memorable moments for Malaysian shoppers. The new store broke MINISO's Malaysia sales records for two consecutive days after its opening.

With a floorspace of 200m2 and over 3,000 SKUs, the new store stocks beloved old favorites and exciting new designs. It will bring more fresh and fashionable ***Barbie*** IP products to Malaysia for the first time, including the new ***Barbie*** Ballet Eau de Parfum collection. The store also offers many other popular IP collaboration ranges including Disney, Care Bears, and Pokémon, as well as MINISO original designs across diverse categories including toys, dolls, perfumes, cosmetics, blind boxes and more.

Channeling ***Barbie***'s fashionista fame, MINISO turned up the style in designing the new store. Awash in a sea of pink, the store features dazzling ***Barbie***-inspired aesthetic elements including pink palm trees and mirrors, and a ***Barbie*** fragrance area to enjoy the new perfumes. The store's design reflects MINISO's creative approach to IP collaboration, wowing visitors to the store with a joyful mood and exciting shopping experience.

On the store's opening day, the brand brought its own MINISO Fashion Week to the mall where shoppers were met by dozens of models dressed in pink suits handing out flyers, distributing gifts and taking photos with shoppers. Outside the store, a ***Barbie*** pop-up with a pink photo booth attracted visitors, while 50 lucky shoppers won MINISO ***Barbie*** IP-themed goodie bags in a lucky draw. Visitors were also delighted by the appearance of popular influencers Angelloweee and Cahaya icha who walked the store's pink carpet and posed for photos with fans.

"We're thrilled to have opened our first MINISO IP collection store in Malaysia. We will bring more stores nationwide offering our signature design-led, fun and affordable products, including IP collaborations and original designs," said Bella Tu, General Manager of MINISO Overseas Directly Operated Markets and Vice President of MINISO. "Our new ***Barbie***-inspired IP collection store is a perfect example of our innovative approach to IP collaborations, as we look for new ways to spread our Joy Philosophy and capture the imaginations of young Malaysian consumers."

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