

12 May, 2021  
For Immediate Release

### **MINISO launches Autumn Winter 2021 collection**

Recently, MINISO Australia has launched their new chic Autumn Winter 2021 collection. The collection introduces a stylish, diverse and commercially attractive series of bags and accessories, which closely follow the latest fashion trends.

The MINISO A/W 2021 collection celebrates modern trends, classic silhouettes, and chic features for women of all ages. Simple yet trendy, the collection features soft and structured shapes with minimalist tones throughout. It ranges from the neutral tones for sophisticated consumers, to more vibrant tones for younger hip shoppers.

The whole collection is designed to bring practicality and versatility that allow consumers to transition from day to evening events. With diversified shapes and colours, the bags and accessories can easily match different styles.

“This season, we focus on inclusion, practicality and creativity. We want our customers to look fabulous every day with our fashion items, and know that we have designed this collection based on their needs and diversity.” said Mr. Samson Su, Marketing Manager of MINISO Australia.

The response on MINISO’s social media platforms has been overwhelming. The brand video of this collection immediately became popular after release on YouTube. Samson added, “We are very glad that our customers like the new modern trends we have introduced to this collection, through which we hope Australian consumers can feel our diversity. In the future, we will continue to introduce more modern and chic products to the market, hoping to light up Australian life with styles.”

#### **About MINISO Australia ([www.miniso-au.com](http://www.miniso-au.com)):**

In 2016, MINISO Australia was established. As a Japanese-inspired lifestyle product retailer, MINISO aims to offer high-quality products at affordable prices and bring happiness to all Australian consumers. At present, there are a total of 34 stores in New South Wales, Victoria, Queensland and Western Australia.

#### **Contact Details:**

Susan Chen  
61422276534  
Susan@miniso-au.com