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## **MINISO rewards shoppers with Mother's Day gifts**

For Immediate Release

MINISO Australia recently has been organising a giveaway campaign for Mother's Day this year, and shoppers are invited to handpick presents for their mothers as gratitude.

"We hope all moms feel happier this time of year and know that we are grateful for their care and love. They contribute so much to their families every day. We also want all moms to feel the love and support from MINISO, which is why we are rewarding our customers with Mother's Day gifts for every \$25 spent until 9 May," said the marketing representative of MINISO Australia.

In light of this campaign, from mid-April, MINISO stores and windows have been decorated with splashes of pink and flowers. Store shelves have been prepared with a wide range of exquisite products, including perfumes, bags, accessories, and beauty items.

To date, the response has been overwhelming and customers have shared much positive feedback on the campaign. It is MINISO Australia's hope that all customers continue to experience a sense of wonder and happiness in stores, as the organisation's tagline is, "Love life, love MINISO."

### **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.

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