

August 8, 2023

## Yonex Opens First Overseas Showroom, The “Yonex Shanghai Showroom” in China



**SHANGHAI, China** - YONEX SPORTS (CHINA) Co., Ltd., the Chinese subsidiary of Yonex Co., Ltd., opened its first showroom, the Yonex Shanghai Showroom, in Huaihai Road, one of the major shopping areas, on Saturday, August 5.

### **A PLACE WHERE CUSTOMERS CAN EXPERIENCE THE YONEX BRAND**

The Yonex Shanghai Showroom aims to share Yonex’s commitment to ‘Craftsmanship and Innovation’. It will serve as a direct touchpoint to the customers where Yonex can share its brand values through product stories and services. The space will also act as an exchange hub that allows Yonex to connect with customers and understand their needs, providing valuable feedback for product development, and ultimately creating a better sports experience for everyone.

### **A REGIONAL HUB, FROM SHANGHAI TO ASIA**

Yonex has been collaborating with retail partners across China to deliver sporting goods and the joy of sports to anyone that is eager to play sport. With China being the world’s largest market for badminton, and the Chinese sports market seeing a major boost in recent years due to growing health awareness, Yonex Sports saw strong benefits in providing directly-owned brand presence in a central metropolis that is Shanghai. This marks the first overseas showroom for the Japanese company, acting as a Yonex tentpole in Asia that will spread the brand, its values and its products.

## EXPERIENCES AND SERVICES UNIQUE TO THE NEW SHOWROOM

The 550-square-meter store offers a broad product lineup in badminton, tennis, golf, and snowboarding, and customers can learn about Yonex's history in craftsmanship and continued commitment to technology. The showroom will offer customized services such as racquet stringing by the Yonex Stringing Team, shoe customization, apparel customizations, and more. Immersive experience courts allow visitors to try badminton and tennis products in a digital space which combines virtual imagery with actual physical play. These immersive experiences are aimed at providing a chance to test product, but also experience badminton and tennis in a new light. The showroom will also act as an event space, hosting live commerce activities and events featuring world-class athletes.

### Store Details

1. Store Name YONEX SHANGHAI SHOWROOM
2. Address 1st Floor, 939 Huaihai Middle Road, Huangpu District, Shanghai, China.
3. Store Hours 10:00-20:00
4. Product Lineup Badminton, Tennis, Golf, Snowboard Products
5. Floor Area 553 m<sup>2</sup>



### About Yonex Co., Ltd.

Yonex is a sporting goods brand widely known for its expertise in manufacturing carbon graphite goods, ranging from badminton and tennis racquets to golf clubs, snowboards, road bikes, and more. The Japan-based company believes an integrated line-up is required for the best product experience and therefore offers apparel, shoes, and accessories that support various aspects of one's sporting experience. Founded in 1946, Yonex has grown from a small woodworking shop in the countryside town in Niigata, Japan, to a craft- and innovation-driven company headquartered in Tokyo, supporting the athletic performance of everyday athletes and world-class athletes alike.

For more information, please visit our website: <https://www.yonex.com/>

### Contacts

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