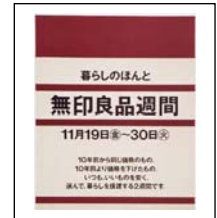
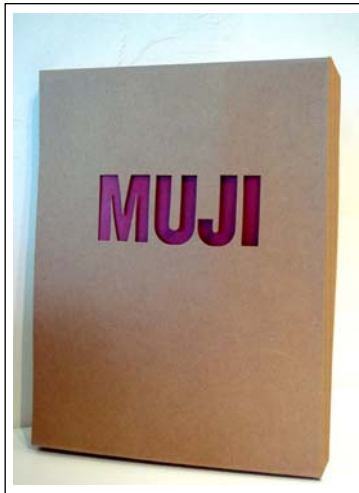


# BRANDS A-Z: MUJI

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**Brands A-Z** is a series that tells the story of independent, creative and alternative brands, with each title delving into the history, reflecting its corporate culture and showcasing its winning designs.

**Brands A-Z: Muji** addresses the renowned Japanese brand. Derived from the Japanese phrase 'Mujirushi Ryohin', which translates as 'No Brand Goods', Muji is recognised for its Zen-like, no-nonsense and 'no-brand' philosophy.

**Brands A-Z: Muji** looks at their definitive advertising campaigns and charts the creative thinking processes that produced Muji's no-frills brand artwork over the years.

Besides showcasing the creative artwork the book also features interviews with designers and the history of a company that has established a world-wide following.

This visually stunning book is a must-have for advertisers and designers and Muji fans all over the world.

**480 IMAGES (MAINLY COLOUR) - OVER 240 PAGES**  
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