

【Shenzhen】IP fans' paradise Dream collaborations and cute characters all in one place!



A smash hit in Guangzhou, the super-sized MINISO FRIENDS officially opened in Shenzhen. Under MINISO, this new store concept is unlike the usual retail outlets in Hong Kong.



It focuses exclusively on IP collaboration merchandise, bringing together familiar favourites such as Disney and Sanrio characters. With a wide range of products including home items, toys, blind boxes, and accessories, the selection is both extensive and eye-catching. No matter which character you love, you are unlikely to leave empty-handed.



Positioned as a "Mini IP Theme Park", the store offers more than merchandises. Large character displays are placed throughout the store for photo opportunities, from Winnie the Pooh and Judy Hopps to Chiikawa in cosy pyjamas. Even the staircase connecting the two floors is adorned with adorable characters for you to capture.



Whether you are an IP fan, a photo enthusiast, or simply looking for a dose of cuteness, MINISO FRIENDS is a must-visit spot. Gather your friends, head to Shenzhen, and get ready to be surrounded by your favourite IP characters!

【MINISO FRIENDS】

Haiya Mega Mall, 99 Baomin 1st Road, Bao'an District, Shenzhen

Getting there:

1. From downtown area: Take Shenzhen Metro Line 12. Get off Xin'an Park Station and walk about 10 minutes from Exit C1.
2. From East Rail Line Lo Wu Station: Get to Shenzhen Metro Luohu Station on foot. Take Line 1 and then transfer to Line 12 at Taoyuan Station.
3. From East Rail Line Lok Ma Chau Station: Get to Shenzhen Metro Futian Checkpoint Station on foot and take Line 10. Transfer to Line 11 at Gangxia North Station and then transfer to Line 12 at Nanshan Station.
4. From High Speed Shenzhenbai Station: Get to Shenzhen Metro Shenzhen North Station on foot. Take Line 5 and transfer to Line 12 at Lingzhi Station.

The above information is for reference only and is subject to change without prior notice.