

Japanese second-hand luxury retailer opens first overseas outlet in Hong Kong (with photo)

Invest Hong Kong (InvestHK) today (February 22) announced that Japanese second-hand luxury retailer, Otakaraya, opened its first overseas outlet in Hong Kong as part of its expansion plan in Asia and to prepare for entering the European and American markets.

Associate Director-General of Investment Promotion at InvestHK Mr Arnold Lau said, "We warmly welcome Otakaraya's decision to establish its first overseas base in Hong Kong, reaffirming the city's status as a premier international retail hub. The city offers an excellent business environment and a diverse consumer market, providing a good development platform for international brands. We look forward to Otakaraya's success in Hong Kong and encourage more international brands to expand their business here."

Located in Jordan of Hong Kong, Otakaraya's first store specialises in buying and selling carefully selected luxury brand items, promoting the concepts of environmental sustainability and sustainable fashion. As consumer interest in second-hand luxury goods continues to grow, the new store not only brings fresh vitality to the Hong Kong market but also reflects local consumers' demand for high-end products.

The Director of E-FRAN HK Limited, Mr Takeshi Asai, said, "Otakaraya has more than 1 300 shops in Japan as of January 2025, making it one of the country's largest second-hand luxury retailers. Our target is to become a trillion yen company, and expanding into overseas markets is important for achieving this."

He added, "As an international city located in the heart of Asia, Hong Kong has a high concentration of premium brand boutiques, making luxury brand ownership widespread. The city also has a thriving culture of second-hand luxury goods. We believe that Hong Kong is the ideal location for our first overseas store."

Established in 2024, E-FRAN HK Limited will be responsible for the operations of "LUXURY BRAND BUY & SELL OTAKARAYA JAPAN" in Hong Kong, which specialises in buying and selling second-hand branded goods and luxury jewellery.

For more information about E-FRAN, please visit e-fran.jp.

To get a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720323807933.

