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Merchandise Alliance Promotion Office

LIFETUNES MALL



「LIFETUNES MALL」

Merchandise Alliance Promotion Office

This department collaborates to promote Shogakukan's global merchandise business, including the operation of the official Shogakukan merchandise site "LIFETUNES MALL," and the wholesale distribution of Shogakukan character goods to bookstores, retail partners, and overseas markets.

With a customer-first approach, we develop and sell a wide variety of original products based on "The Manga".