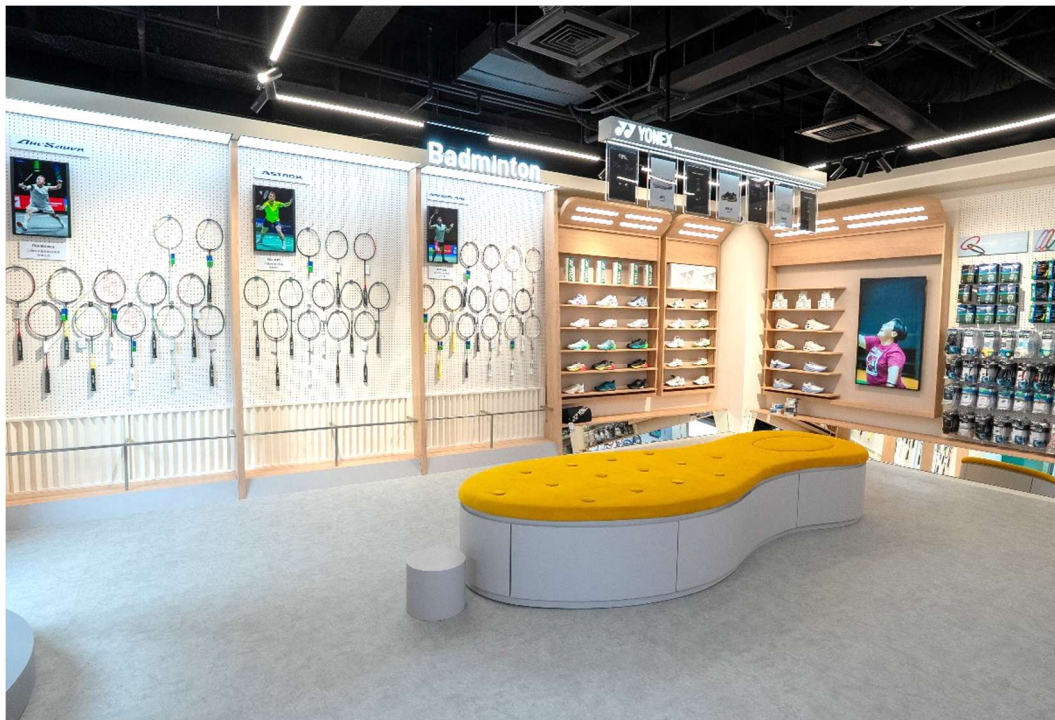


Yonex Co., Ltd. July 29, 2026

Yonex Opens the “Yonex Taipei Showroom,” Its Fourth Worldwide

TAIPEI, Taiwan – YONEX TAIWAN CO., LTD., the Taiwan subsidiary of Yonex Co., Ltd., opened the Yonex Taipei Showroom in Taipei on July 29, 2026. Following locations in Tokyo, Shanghai, and Osaka, it is Yonex’s fourth showroom worldwide. Beyond offering products and services, the showroom gives customers a closer look at Yonex’s craftsmanship and innovative technologies.



The Yonex Taipei Showroom brings together a wide range of Yonex products across badminton, tennis, and golf in one place, making it easier for customers to explore the lineup. Expert staff provide product guidance tailored to each customer’s needs, from selecting the right products to putting together a complete “Head to Toe” look.

Its immersive trial area also allows visitors to test badminton, tennis, and golf products. By trying the products themselves, visitors can experience the performance made possible by Yonex’s craftsmanship and innovative technologies. Additional services include racquet stringing, foot scanning, and embroidery.



As part of its Global Growth Strategy (GGS), Yonex is cultivating its direct-to-consumer (DTC)* capabilities, with a focus on learning new ways to connect more closely with customers. In line with its purpose, “Craft a better future with unique innovations,” Yonex will use feedback and insights gathered through interactions at the showroom to further enhance its consumer-centric product development and services and deliver new value to customers around the world.

The showroom also reflects Yonex’s mission—“Bring the world together by deepening people’s connection to sport and to each other”—and aims to become a place where people in the local community who enjoy badminton, tennis, and golf can experience the joy of sport and the connections it creates.

*Direct-to-consumer (DTC) refers to a business model in which manufacturers provide products and services directly to consumers.

【Store Details】

- Store Name: Yonex Taipei Showroom
- Address: No. 88, Dunhua North Road, Songshan District, Taipei City 105, Taiwan
- Store Hours:
 - Friday–Saturday: 11:00–22:00
 - Sunday–Thursday: 11:00–21:00
- Product Categories: Badminton, tennis, and golf
- Languages: Chinese, Japanese, and English
- Floor Area: 264 m²

Contacts

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