



COMPTOIR DES COTONNIERS comes to Japan

First Japan store opens in Ginza on February 17, 2006

COMPTOIR DES COTONNIERS JAPAN CO., LTD., a consolidated subsidiary of FAST RETAILING CO., LTD., will open its first store in Japan on February 17, 2006. Subsequent stores will follow swiftly in a drive to establish the COMPTOIR DES COTONNIERS(CDC) brand in Japan. The first Japan store will be the "COMPTOIR DES COTONNIERS Ginza Store". The prime site location is on the corner of Chuo Street and Kojiyunsya Street. More and more customers will then be able to enjoy the CDC brand in Japan with the opening of further stores; the Shibuya SEIBU Store on March 1st, the Yokohama Landmark Plaza Store and the Ebisu MITSUKOSHI Store both on March 3rd, and the PRINTEMPS GINZA Store on March 10th. (COMPTOIR DES COTONNIERS JAPAN CO., LTD. - Head office: Shibuya-ku, Tokyo, Capital: 0.45 billion yen, Business representative: Hiroshi Tanaka.)

"Merging the Japanese and French management over the next 5 years to generate net sales of 40.0 billion yen by 2010" (from "Plans for COMPTOIR DES COTONNIERS brand" at the FAST RETAILING Business Strategy Conference, September 5, 2005). FAST RETAILING is proud to begin establishing the CDC brand in Japan starting February 2006.

As the brand's first outlet in Japan, the "COMPTOIR DES COTONNIERS Ginza Store" is in the perfect location. The Ginza shopping area is one of which Japan can be proud and is well known throughout the world. The shop floor of approximately 90m² will span the 1st floor and the M2 floor with an event space set aside on the 2nd floor. Advertising prints will be displayed in this photo gallery for customers to enjoy.

The garments on display will be the latest CDC designs imported from France. The collection not only incorporates the very latest trends but also provides an environment where mothers and daughters can enjoy spending time together buying and wearing the same brand of clothes. This 'mother and daughter' concept is precisely what sets the CDC brand apart. CDC is all about providing clothes that mothers and daughters can enjoy wearing together irrespective of age.

'Casting'. You might not have heard or this concept before, but it is one more key to the CDC brand success. CDC places great store by creating close relationships with its customers. CDC stores are built around 'individual customer' sales. Actual mothers and daughter customers are selected to become the CDC brand's face, to appear in CDC fashion shows, in the brand's catalogue and on its posters. Customers are basically given the opportunity to become a celebrity for a while. That's the concept of 'casting'.

CDC is an established top brand in France and other parts of Europe. This spring, we can, at last, bring CDC to Japan.



From the CDC fashion show in Paris
 December 12, 2005

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Basic Information

Brand name:	COMPTOIR DESCOTONNIERS	Main products:	Women's wear (skirts, pants, coats, jackets, sweaters, etc.)
<CDC Ginza Store>			
Opening date:	February 17, 2006	Price range:	Average: approx. 14,000 yen
Opening hours:	10:00 ~ 20:00		Skirts: 15,000 – 19,000 yen
Shop floor:	Approx. 90m ² (1F ~ M2F)		Shirts: 9,500 – 14,000 yen
Address:	6-9-10, Ginza, Chuo-ku, Tokyo, JAPAN		Trench coats: approx: 30,000 yen