



# NEWS



November 10, 2006

## Friday, November 10 marks the long-awaited opening of global flagship store, UNIQLO Soho New York

FAST RETAILING CO., LTD.

UNIQLO opens its UNIQLO Soho New York store in New York's Soho shopping district on Friday, November 10, 2006. The 36,000sqft (3,300sqm) store space is a record for UNIQLO. And the store is set to become a global flagship exhibiting the very best of UNIQLO to the world at large.

### UNIQLO lands in New York

The UNIQLO Soho New York global flagship store is opening its doors in the very heart of New York's Soho, the trendy shopping area sporting the world's top class brands. The 36,000sqft (3,300sqm) store space is a record for UNIQLO. And our store will be the second largest retail outlet in the whole of Soho in terms of floor space. UNIQLO Soho New York will exhibit the very best that UNIQLO has to offer in terms of products, VMD, service, etc. And, the store will exude the creative talent to best show off these exciting garments and merchandising. Challenge the world by showing the true UNIQLO at its very best. That is the motto we use for UNIQLO's global development. And our keyword is "aesthetic rationality". The creative talent behind this project is creative director Kashiwa Sato, interior designer Masamichi Katayama of Wonderwall Inc., art director Marcus Kiersztan, interface designer Yugo Nakamura, and DJ/music producer Tomoyuki Tanaka. This touchstone for our global development, this showcase to the world - our global flagship store opens at last.



### The grand opening feature – the "Japanese Pop Culture Project"

The main feature for our grand opening is the "Japanese Pop Culture Project". A T-shirt campaign in which 34 of Japan's most well-known artists used UNIQLO T-shirts as their canvas. The items to be announced in commemoration of the UNIQLO Soho New York opening will be the strongest T-shirt project designed freely under the broad theme of "Today's Tokyo". These T-shirts will only be on sale at the global flagship store, priced \$15.5 (tax exclusive). We will also be selling some T-shirts in Japan in stores and over the Internet to commemorate the UNIQLO Soho New York store opening. Designed by Kashiwa Sato and Masamichi Katayama, the T-shirts will retail at ¥1,500 (tax inclusive).

The artists taking part in the Japanese Pop Culture Project

(34 names in random order, titles omitted)

Atsuki Kikuchi, Daido Moriyama, Ed TSUWAKI, enamel.Ryoji Ishioka, Enlightenment, Go Nagai, Harigai Kenjiro at Adapter, Hideki Inaba, Himaa, Hiroshi Iguchi, Kashiwa Sato, Katsuki Tanaka, Kei Tnanaka(Video Raheem), Keiichi Tanaami, Keiji Ito, Kiyoshi Kuroda, KYOTARO, MAHARO, Masafumi Sanai, Masataka Kurashina, Miyajima Tasuo/Artisit Summit,Kyoto, Nobuyoshi Araki, Noriteru Minezaki, Power Graphi x x , Solobongnu - Sensei, Sunday-Vision, Takashi Hom ma,. Takehiko Inoue, ten\_do\_ten, Tomoki Kurokawa, Tomoo Gokita, Wonder Worker Guerrilla Band, Wonderwall/Masamichi Katayama, Yayoi Kusama

### **UNIQLO original CD “SYNCHRO / FROM TOKYO TO NEW YORK” goes on sale**

We have expressed UNIQLO’s push into global markets to music. And the CD “SYNCHRO/FROM TOKYO TO NEW YORK” selected entirely by Tomoyuki Tanaka, Fantastic Plastic Machine, is now complete. This CD filled with the work of Japan’s best artists contains 15 tracks and will go on sale in CD shops in Japan and in major UNIQLO stores around the world from November 10. Price: ¥1,990 (tax inclusive) .



Web address: <http://www.uniqlo.com/ny/uniqlocd/>

### **UNIQLO container stores**

These yellow and blue containers hit the New York streets in September. They were UNIQLO container shops sporting the UNIQLO logo in Roman alphabet and Japanese phonetic katakana characters. You’ll see more of them within the year in various places around Manhattan. See



[http://www.uniqlo.com/ny/container\\_stores/](http://www.uniqlo.com/ny/container_stores/)

for store locations.

### **The UNIQLO PAPER is here**

Our top quality free magazine UNIQLO PAPER is now here. Compiled by our New York art director and chief editor Marcus Kierszten., the magazine is distributed in cafes and in major UNIQLO stores worldwide from end October onwards.



Web address: <http://www.uniqlo.com/ny/uniqlopaper/>

### **See UNIQLO Soho New York for yourself live on the web**

We will be broadcasting live store opening related events from November 9, onwards. You will be able to see the global flagship store for yourself from anywhere in the world. Don’t miss it!

Web address: <http://www.uniqlo.com/ny/live/>

#### **Store details**

Store name:	UNIQLO Soho New York
Address:	546 Broadway New York, NY 10012 USA
Shop floor:	36,000sqft or 3300sqm
Telephone:	917-237-8811
Opening hours:	Monday – Saturday 10:00-21:00, Sunday 11:00-20:00
Opening day:	Friday, November 10, 2006

#### **UNIQLO USA, Inc.**

Location:	New York, USA
Business rep:	Nobuo Domae
Paid-in capital:	\$30mln (approx: ¥3.5bln)
Shareholder breakdown:	100% subsidiary of FAST RETAILING
Established:	November 22, 2004