

## **UNIQLO takes London's Oxford Street by storm**

### **Global flagship store and large format store open on the very**

FAST RETAILING CO., LTD.

**UNIQLO's first global flagship store in Europe opens on London's Oxford Street on Wednesday, November 7, 2007. The 2300sqm shop space is the largest so far in the history of UNIQLO(U.K.)LTD. We are also opening a 1300sqm large format UNIQLO store on Oxford Street on the very same day. With an even more sophisticated level of products, VMD, store operation, service and creativity, we are looking to spread the very latest, the very best of UNIQLO from the famous shopping haven of Oxford Street, to Europe, and from there to the rest of the world.**

#### **Our first global flagship store in Europe**

Our global flagship UNIQLO 311 Oxford Street Store is at last opening in London. Six years have passed since we opened the first UNIQLO stores in the UK. Now we can celebrate the opening of our long-awaited London global flagship store on Oxford Street, considered one of the world's top shopping areas. The store will be our second global flagship store following the successful opening of our UNIQLO SOHO New York store late 2006.



Rendering: RAGAR/TOZAWA DESIGN RENDERING

#### **Our newest global flagship store is even better**

We want the store to become a new well-known meeting spot for the public on Oxford Street. With this in mind, we have placed four huge mannequin boxes that reach up to the first floor in a palatial 22.5 meter-wide sweeping store entrance. The boxes will revolve to show off our very latest seasonal fashions. The store interior has a "Contemporary Cool Japan" feel. And our UT concept of a "T-shirt future convenience store" also makes its first appearance outside of Japan. The bottle packaged T-shirts, all neatly displayed in rows in a reach-in cool counter became a much talked about feature of our UT STORE HARAJUKU in Japan, and the same concept could well spark much discussion in London as well. In addition, we shall also be running content from UNIQLO's global websites on a monitor wall made up of 24 42-inch plasma displays.

One year on from the opening of our flagship store in New York SOHO, UNIQLO has become even more sophisticated in terms of top-quality products, VMD, store operation, service and creativity. We are now looking to extend this new reputation from London to the rest of the world. Our global flagship stores are our touchstone for global development, our showcase to the world. We are delighted to open this our first global flagship store on European soil.

## **A new large UNIQLO store also opens on Oxford Street on the same day**

We hope to dominate the news from one of the world's best known shopping areas by opening one more outlet, our large format 1300sqm UNIQLO 170 Oxford Street Store, on the same Oxford Street on exactly the same day. With ample windows, this store interior is designed to let in lots of natural light. In keeping with the 311 Oxford Street Store, large mannequin boxes will house our latest revolving displays. We are also proud to present our first London denim lounge where customers can select denim goods in a relaxing, comfortable space.



Rendering: RAGAR/TOZAWA DESIGN RENDERING

## **Commemorative products for the global flagship store opening**

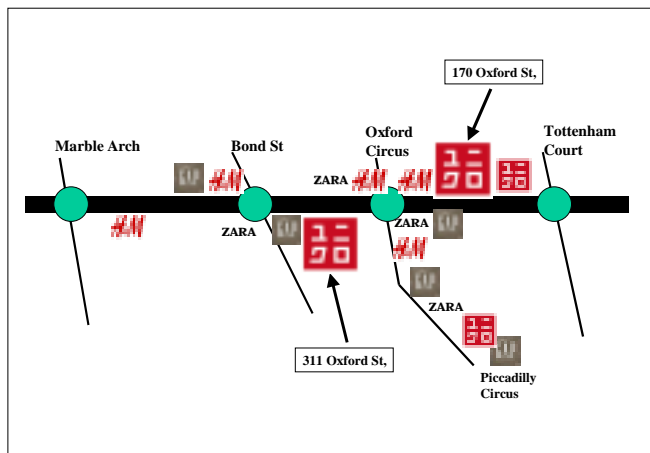
We will be offering LONDON Pop Culture Project T-shirts ( £ 12.99) designed in collaboration with London-based artists as the main commemorate products to mark the opening of our London global flagship store. This latest UT collection will evoke London Now. These T-shirts are the third such project following the popular JAPANESE Pop Culture Project, and the NY Pop Culture Project. There are 8 patterns for men and 3 patterns for women, each pattern coming in a choice of two colors.

The other commemorative products are PANTONE® cashmere sweaters and Heat Tech garments. PANTONE® is a color standardization tool for accurate color communication and color selection in a huge variety of design fields across the globe from graphics, fashion, interior design, architecture, and industrial use. We will be offering two styles of PANTONE® color cashmere sweaters for men and for women ( £ 49.99 ~ 69.99), coming in a choice of 20 colors. We will also be offering two styles of Heat Tech innerwear for men and for women ( £ 12.99) in a range of 8 colors. Heat Tech innerwear works to generate warmth and retain body heat with an antibacterial deodorant function.

PANTONE® is a trademark of Pantone, Inc. in the United States and/or other countries. © Pantone, Inc., 2007. All rights reserved.

### **Global flagship store – store details**

Store name: 311 Oxford Street Store  
Address: 311 Oxford Street, London W1C 2HP  
Shop floor: approx 2300sqm  
Tel: 44 (0)20 7290 7701  
Opening times:  
    Mon-Wed: 10.00 am - 08.00 pm  
    Thurs-Sat: 10.00 am - 09.00 pm  
    Sunday: 12.00 am - 06.00 pm  
Opening date: Wednesday, November 7, 2007



### **New large format store – store details**

Store name: 170 Oxford Street Store  
Address: 170/172 Oxford Street, London W1D 1NQ  
Shop floor: approx 1300sqm  
Tel: 44 (0)20 7307 9621  
Opening times:  
    Mon-Wed: 10.00 am - 08.00 pm  
    Thurs-Sat: 10.00 am - 09.00 pm  
    Sunday: 12.00 am - 06.00 pm  
Opening date: Wednesday, November 7, 2007

**UNIQLO(U.K.)LTD. overview**

Location: London, UK

Business representative: Masayuki Nagatake

Capital: 9.25 million pounds sterling (approx. ¥2.3bln)

Shareholdings: 100% subsidiary of FAST RETAILING CO., LTD.

Established: August 7, 2003