

“CHANGING JEANS.”  
UNIQLO New Jeans Brand



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COO



Jeans at UNIQLO

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UNIQLO sells over 1 million pairs every year

2006 Fall/Winter	Skinny Jeans
2007 Spring/Summer	Boyfriend Jeans
2007 Fall/Winter	Wide Leg Jeans
2008 Spring/Summer	High-Rise Jeans
2009 Spring/Summer	Color Jeans
2009 Fall/Winter	3D-Fit Jeans



## CHANGING JEANS

Success of UT, T-shirt brand of astonishingly wide variation since 2003, drove UNIQLO brand up to one of leading casual brands.

Now with UJ, the new jeans brand, UNIQLO pursues further growth in global casual wear market.



Changing jeans. The present and the future of jeans. The true essence of jeans. The new price of jeans. Coming together to create new values. UJ



## UJ - the pursuit of the 3 Fs

Create new generation jeans, while ensuring the fundamentals of jeans value.

### FIT (silhouette, feel)

Wide range of fit to ensure each one of customers can find the perfect pair of jeans.

### FABRIC (material)

Fabric to amaze the world's most earnest jeans fans made from prime cloth & thread.

### FINISH (sewing, washing, finishing & details)

Quality finish & details with Japan technology.



## UJ Available in 3 price ranges

Price ranges to satisfy different customer needs

¥3,990

Premium quality & design with attention to details.

¥2,990

Standard silhouettes with variations of colors.

¥1,990

Basic silhouettes with simple finish for daily use



**UJ** monthly designs for the latest trends

**UJ** - the perfect combination of basic & trendy designs

**Rich assortment of fits, colors & designs**

54 models for Spring 2010 including monthly releases of the unique design jeans.



**UJ** Jeans on the scene this Spring?

Highlights of UJ in 10 Spring

**Wide range of fits**

6 styles for men, 7 for women

**Exciting color variation**

Up to 10 colors for men, 14 for women

Spring color theme: Blue & Gray Graduation

**Brimming with individuality**

The ultimate “Made in Japan” model line up



**Bringing jeans of new  
generation to the world that  
each and every customer can  
enjoy now and in the future.**

