

- HEATTECH for winter, a new TECH for summer -
UNIQLO's TECH Summer Innerwear
“SILKY DRY / SARAFINE”
New Product Introduction Meeting

Naoki Otoma
COO, UNIQLO CO., LTD



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Goal For UNIQLO

To create truly great clothing with new and unique value, and to enable people all over the world to experience the joy, happiness, and satisfaction of wearing such great clothes.



Item that represents UNIQLO

HEATTECH

- A product that is changing people's lives around the world through Japanese technology

HEATTECH debuted in 2003 through a strategic partnership with global fiber manufacturer Toray Industries, and is still going strong and developing.

- A product that is opening up new markets globally

Function + Fashion + Value



SILKY DRY

Product Benefit

- Comfortable as bare skin, you'll forget you're wearing it
- Rapidly wicks moisture away for superior drying action
- Smooth comfort. High quality lustrous finish
- Anti-odor, anti-bacterial



SARAFINE

Product Benefit

- Rapidly wicks moisture away for superior comfort
- Smooth and dry to the touch
- Stretch comfort
- Anti-odor, anti-bacterial

