

# 2010 NEW BRA TOP Product Briefing

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## What is UNIQLO's "BRA TOP"?

High potential in the market of tops with bra cups

Customer needs

Ability to develop intimates

UNIQLO's ability to edit and improve

Ability to develop casual wear

This is a product that has dramatically increased the value of the category over the previous tops with bra cups

**Presented as UNIQLO's new standard item in 2008**

## **Sales performance of the BRA TOP**

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Full-scale launch started in 2008

Sold three million units in 2008

Sold nine million units in 2009



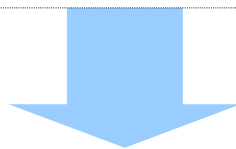
Bra Top has grown to be  
Quintessential UNIQLO Item

## **Achievements of UNIQLO's Bra Top**

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A top with new value, it goes beyond the  
boundary of underwear (cut & sew)

**BRA TOP**

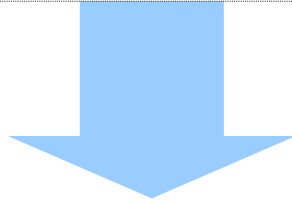


To explore an new market

## **Potential of the Bra Top Market in 2010**

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The bra top market still has enormous potential



It is essential to continue to communicate the fundamental value of bra tops to a larger audience.

## **The NEW BRA TOP of 2010**

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- Improved fit so it can be worn by a wider variety of customers
- Progressed into an item that can be worn for many different occasions

## **Theme for the 2010 NEW BRA TOP**

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More freedom to be without.  
The new BRA TOP.

## **2010 BRA TOP Product Briefing**

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■ **40 items in total with 176 different colors and patterns**

■ **Price lines are ¥1,500, ¥1,990 and ¥2,990**

# 2010 NEW BRA TOP Product Briefing

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## What is UNIQLO's BRA TOP?

A new top that enables women to enjoy their own style without the bother of having to wear a bra underneath.

- ◆ Secure feeling like wearing a bra without wearing one (provides support, fit and a beautiful silhouette)
- ◆ Superb wearing comfort
- ◆ Great design for a wide range of occasions



A new fashion item that will change the women's lifestyle

## **The 2010 NEW BRA TOP**

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**We hope that more women will enjoy their own  
unique style**



**We turned this into the  
NEW BRA TOP**

## **The 2010 NEW BRA TOP**

### 1. Improved fit so it can be worn by a wider variety of customers

- **News 1: Improvement in the way cups are attached**
- **News 2: Improved lighter and softer bra cups**
- **News 3: The side are has been revised to be two separate pieces**

### 2. An item that can be worn for many different occasions

- **20 items last year (126 colors & patterns)**
- ➔ **40 items this year (176 colors & patterns)**
- **A much wider range of colors and patterns for tunics and dresses**
- **An extensive range of new patterns and designs**

## What are the new feature of “New Bra Top” of 2010 ?

### 1. Improved fit so it can be worn by a wider variety of customers

2009 Model

➤ News 1: Improved way of attaching the cups  
The upper part of the cup is now directly connected to the strap, giving you more lift, a more shapely bust line and improved comfort.

➤ News 2: Improved lighter and softer bra cups  
The cup is lighter and softer than before, to snugly fit a wide variety of bust shapes.

➤ News 3: The side has been revised into two layers  
The side is now made of two overlaid pieces, giving you the best possible support and a beautiful silhouette.



2010 Model



**We can give a wider range of customers the feeling  
comfort and support.**

## The 2010 NEW BRA TOP Product Line

### 2. Advanced design to be worn for a very wide range of occasions

- Twice as many variations as last year
- 20 items last year (126 colors & patterns) → 40 items this year (176 colors & patterns)
- A much wider range of colors and patterns for tunics and dresses

	2009	2010
Tunics	8 colors & patterns	→ 56 colors & patterns
Dresses	6 colors & patterns	→ 14 colors & patterns

- An extensive range of new patterns and designs

- An extensive range of trendy patterns such as checks and animal prints

- A broad range of designs such as dresses combining cut & sew with woven fabric



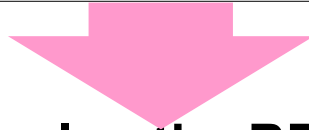
**We hope more women will be able to enjoy fashion in  
their own unique and free style**

## **International Launch of the BRA TOP**

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**Bra Top is a fashion item with the potential to succeed in the overseas market**

To explore a new market



**We will develop the BRA TOP as**

**a new standard item for overseas.**

**(the US, the UK, France, Singapore, China, Hong Kong, Korea and Russia)**