

Press Conference for UNIQLO's New Fall Arrivals

Leggings Pants

- Beautiful & Comfortable Legs Everywhere -

UNIQLO Co., Ltd.

Director of Product Development and Merchandising

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UNIQLO's Objective

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



F/W 2010 Customer Needs for W's Bottoms Based On Our Independent Research

Research Overview

■ Date

August 7 (Sat) and August 8 (Sun), 2010

■ Target

100 working women between the ages of 20 and 39

■ Method

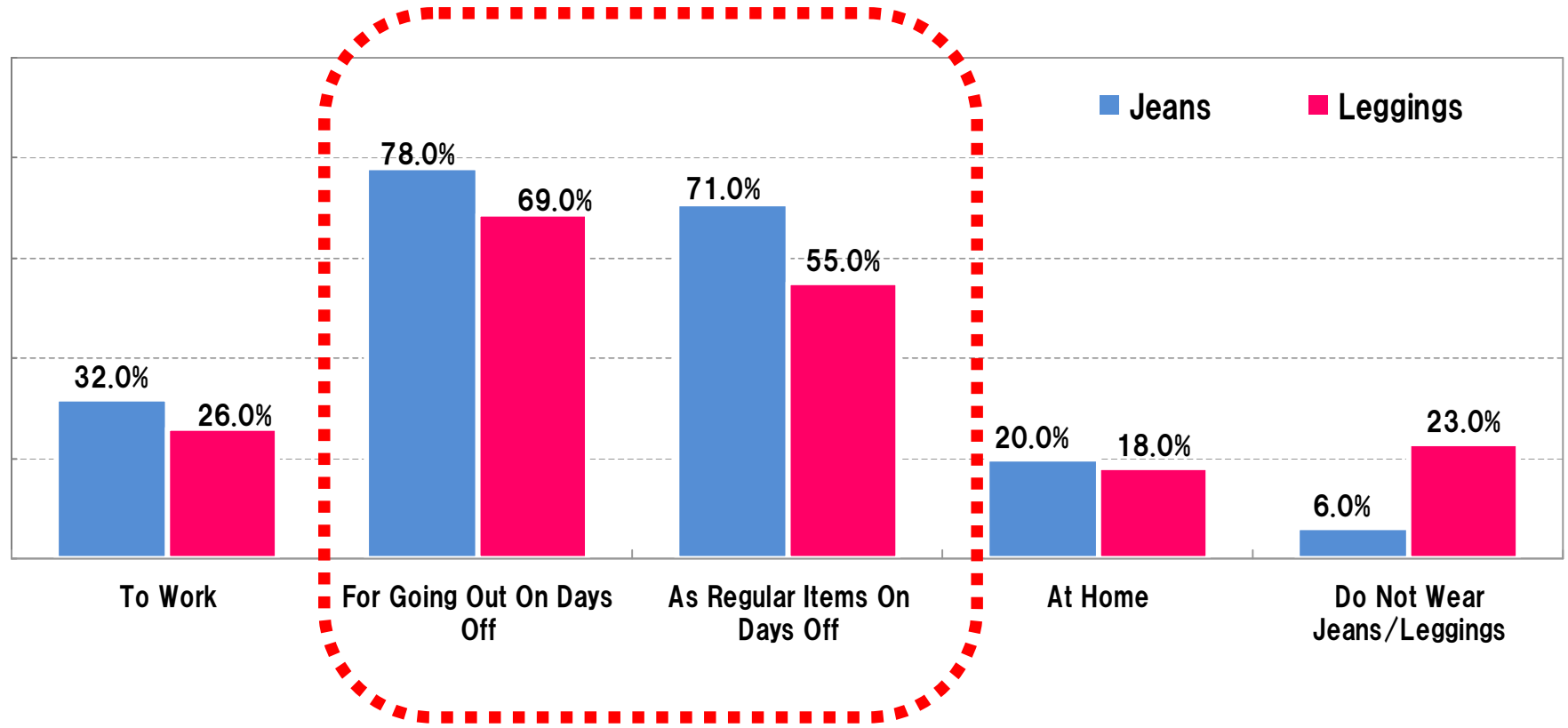
Internet survey



Jeans And Leggings Are Now Recognized As Fashionable Items

When do you usually wear [jeans](#)? (Multiple Answers)

When do you usually wear [leggings](#)? (Multiple Answers) 100 working women between the ages of 20 and 39

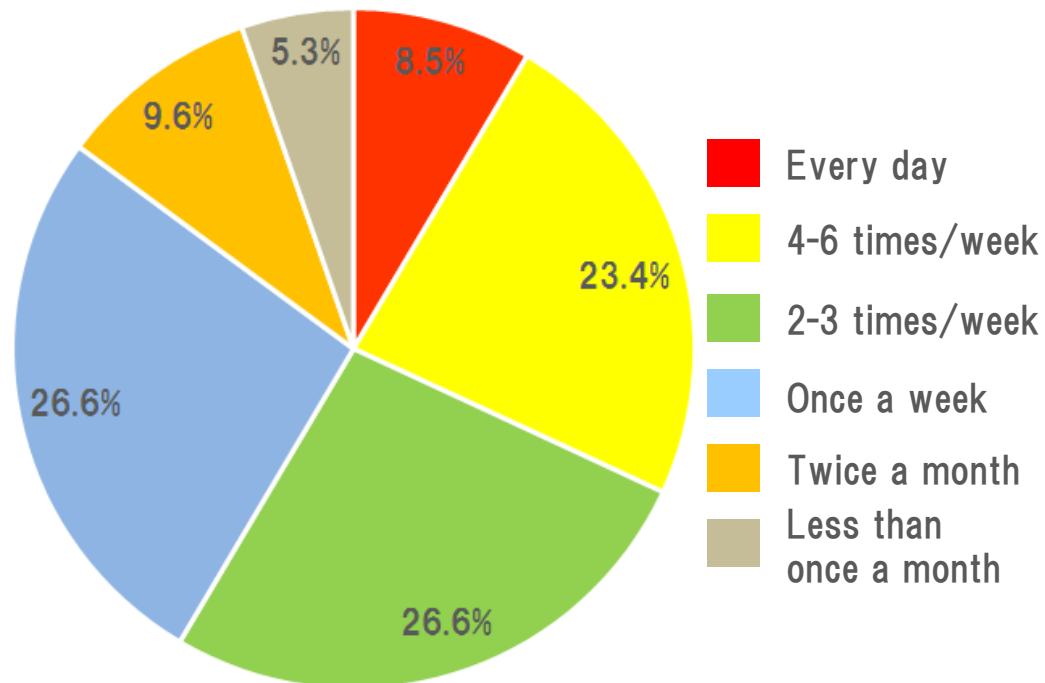


Jeans And Leggings Are Now **Must-Have Items**

How often do you wear [jeans](#) or [leggings](#)?

[Jeans](#)

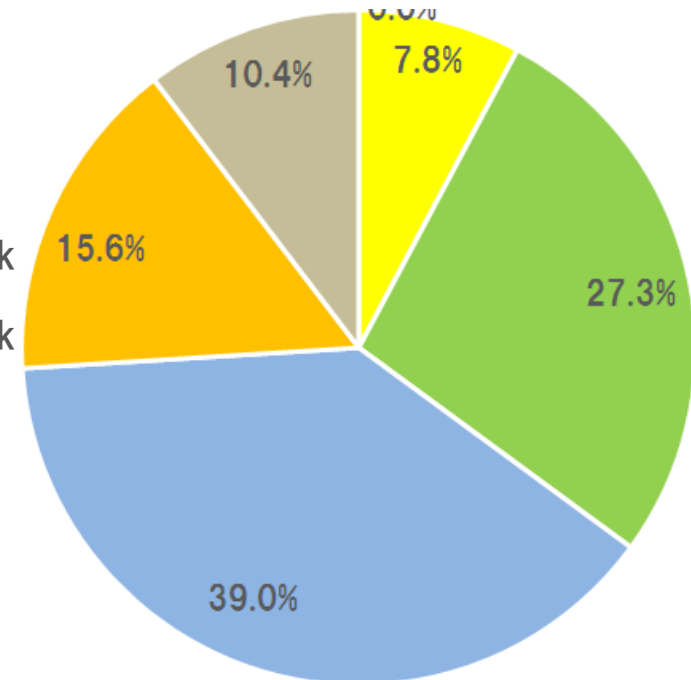
Working women between the ages of 20 and 39 who wear jeans on a regular basis: 94 people



Over **85%** wear jeans more than once a week

[Leggings](#)

Working women between the ages of 20 and 39 who wear leggings on a regular basis: 77 people

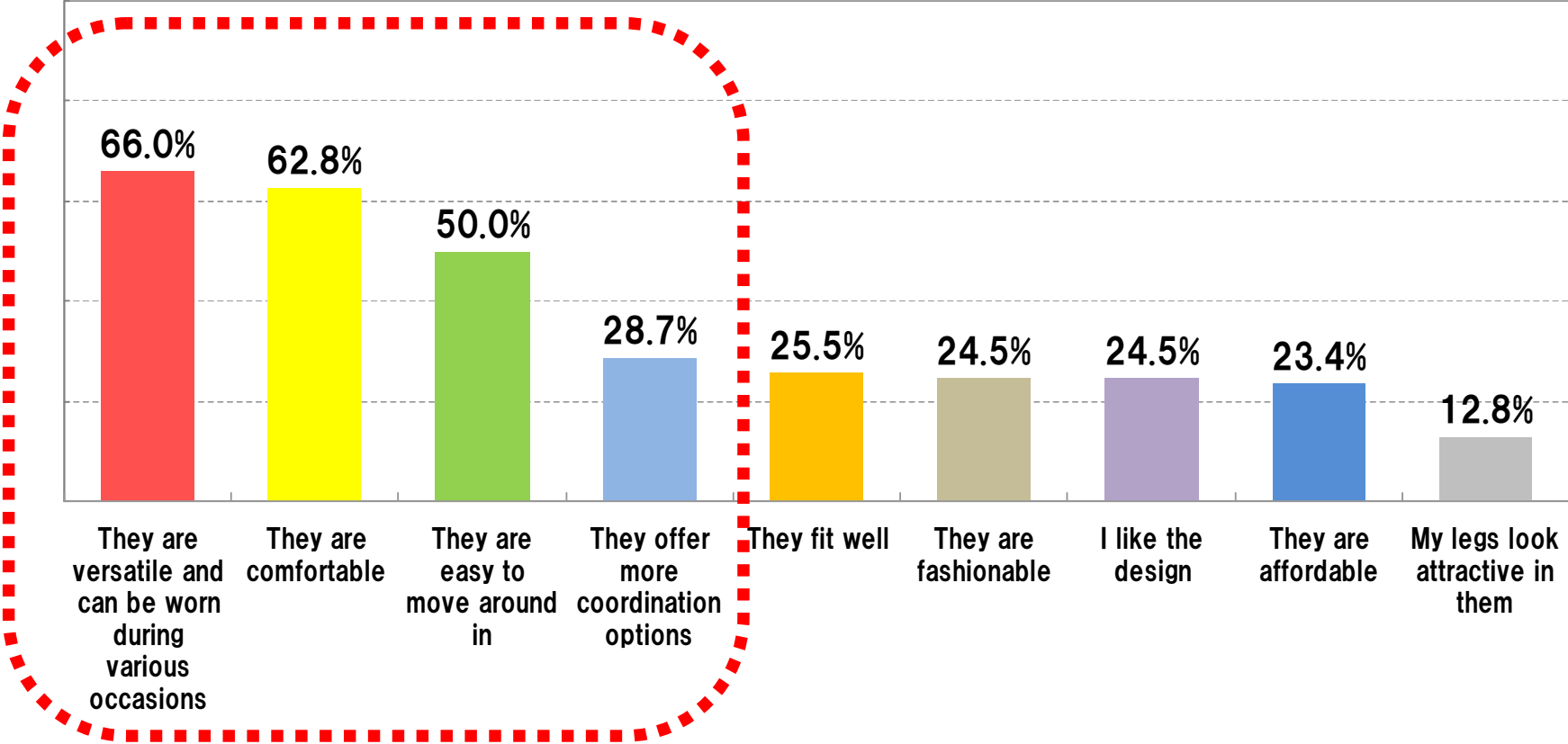


Over **74%** wear leggings more than once a week

People Value Jeans For “Versatility” And “Comfort”

Why do you wear jeans? (Multiple Answers)

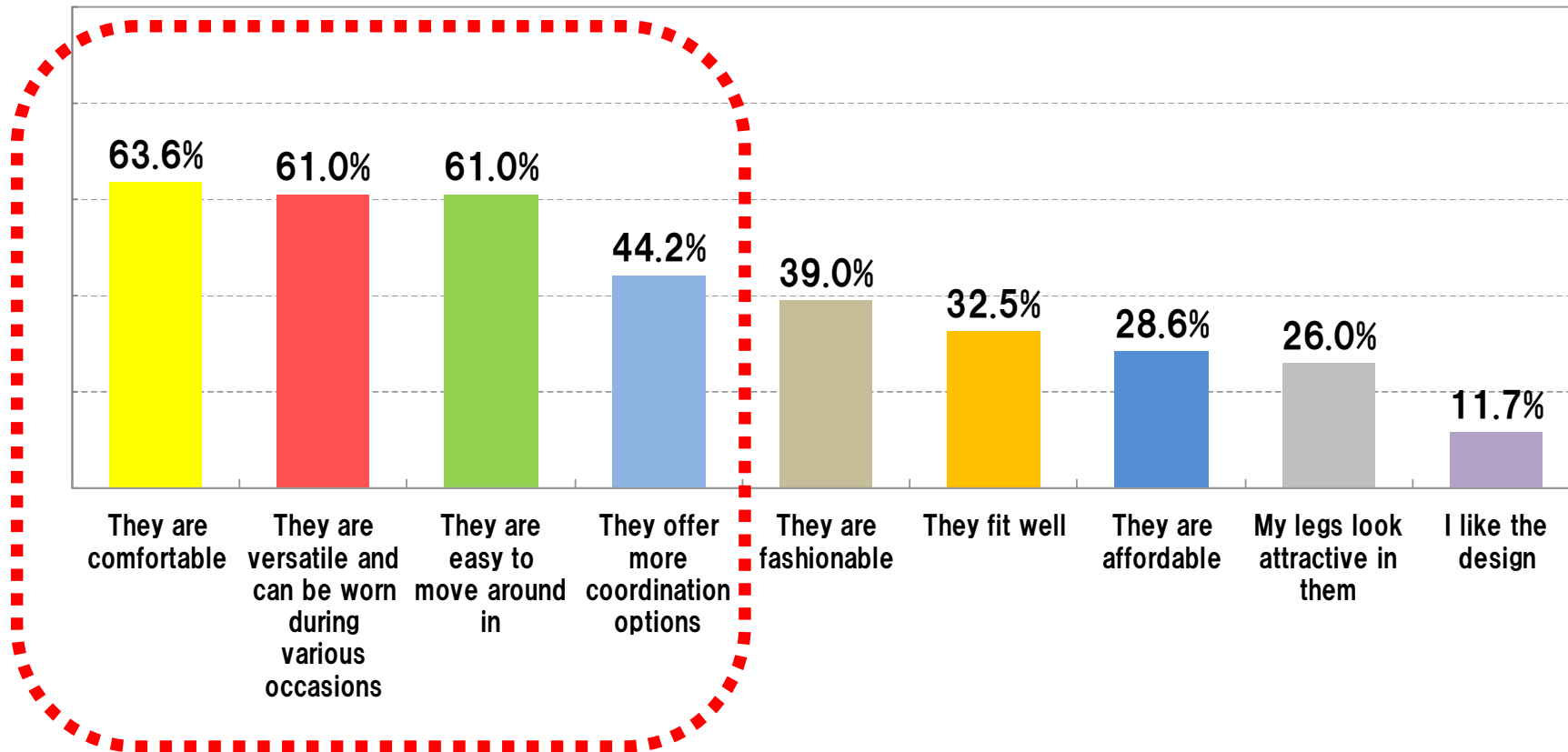
Working women between the ages of 20 and 39 who wear jeans on a regular basis: 94 people



People Value Leggings For “Comfort” And “Versatility”

Why do you wear leggings? (Multiple Answers)

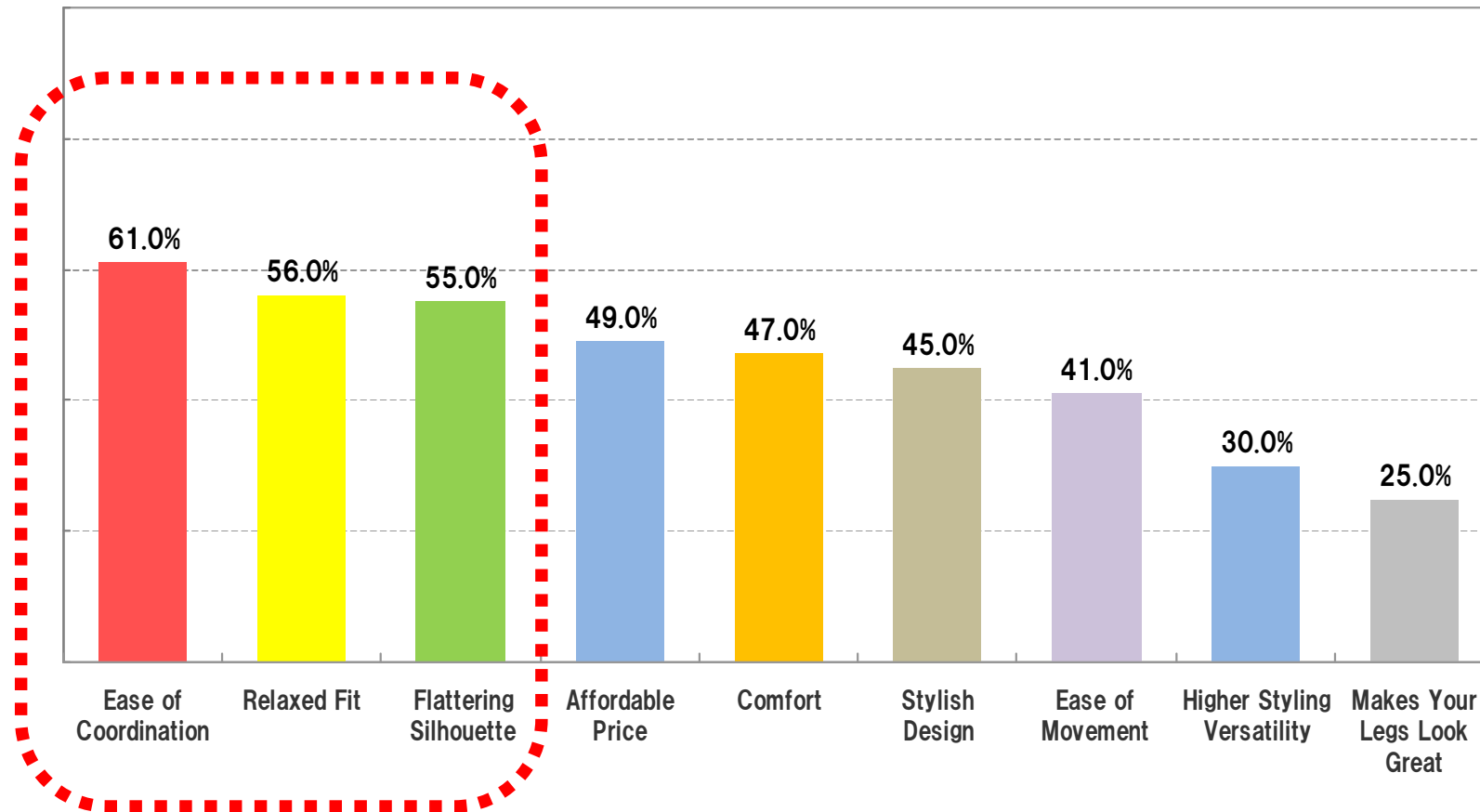
Working women between the ages of 20 and 39 who wear leggings on a regular basis: 77 people



People Want To “Look Good” And “Feel Comfortable”⁷ In A Pair Of Bottoms

What do you look for when you choose a pair of bottoms? (Multiple Answers)

100 working women between the ages of 20 and 39



Research Summary

- Jeans and leggings are fashionable
- Jeans and leggings are must-have items
- Jeans are valued for “versatility” and “comfort”
- Leggings are valued for “comfort” and “versatility”
- A pair of bottoms should “make me look great” and “feel comfortable”

F/W 2010 UNIQLO Presents

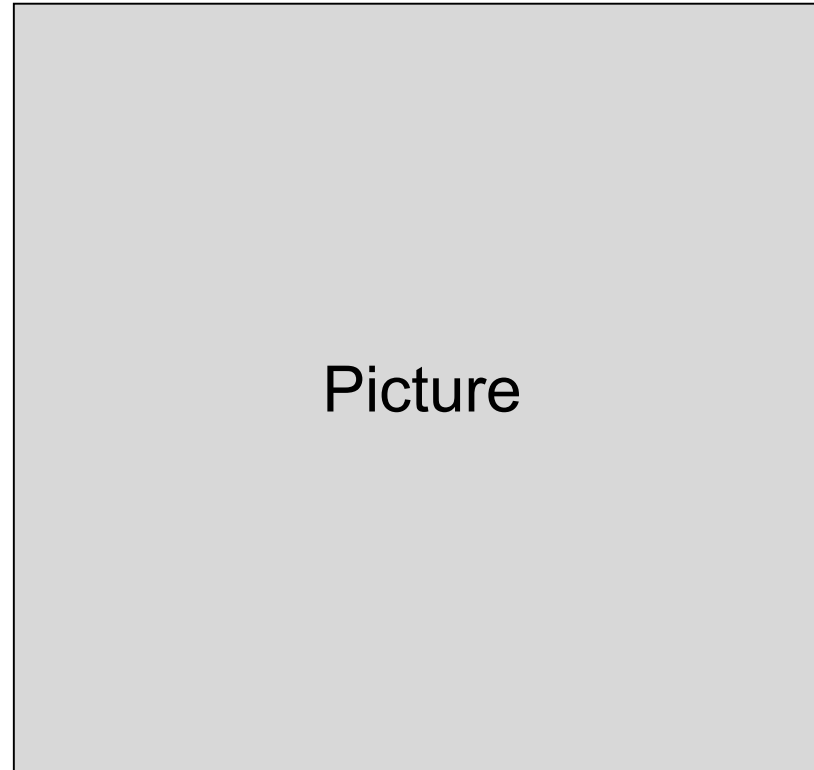
Leggings Pants



Features Of Our Leggings Pants

- Look like skinny jeans
- Provide a great fit like leggings, with super comfortable stretch fabric for maximum maneuverability
- Fine design details similar to our jeans, including buttons and front/back pockets

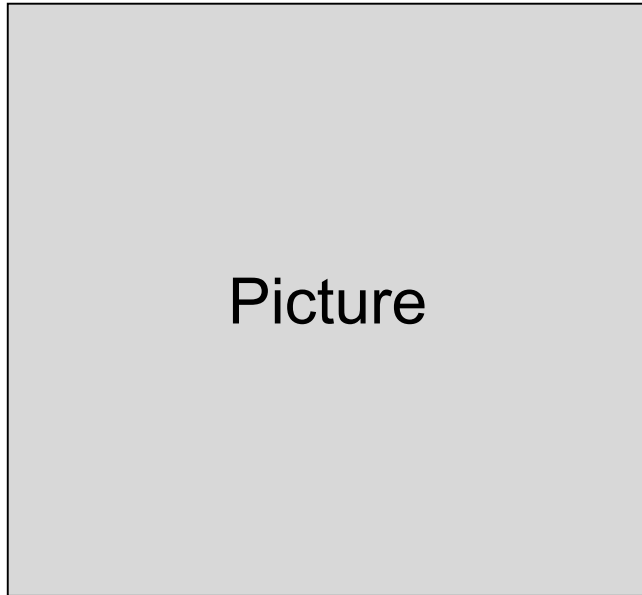
Leggings Pants



The skinny silhouette offers lean, attractive leg lines and adds shape to your legs and rear. Leggings pants are versatile and provide plenty of ways to create different looks.



Leggings Pants

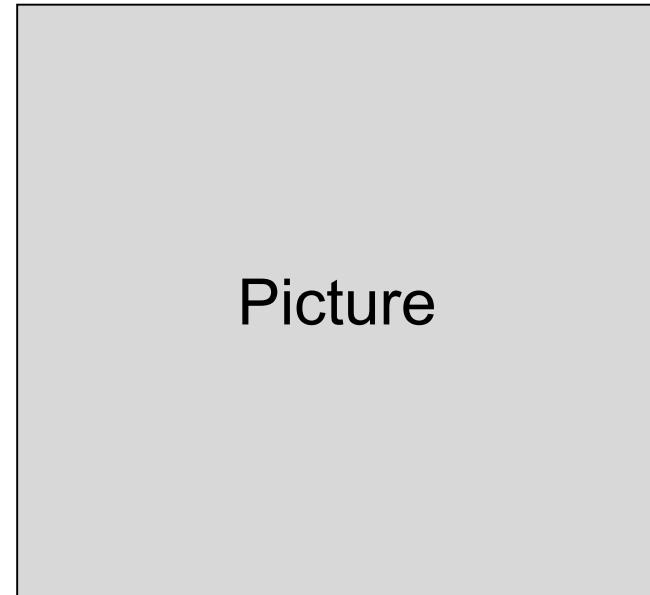


Product Name: W's Leggings Pants

Colors: Dark gray, black, navy and blue

Sizes: 22, 23, 24, 25, 26, 27 and 28 inches

Price (Including Tax): 2,990 yen



Product Name: W's Knitted Leggings Pants

Colors: Dark gray, gray, black, navy and two kinds of blue

Sizes: 22, 23, 24, 25, 26, 27 and 28 inches

Price (Including Tax): 2,990 yen



Global Marketing Campaigns

	TV Commercials	Newspaper Ads	Magazine Ads	Outdoor & In-Store Ads
Japan	○	○	○	○
South Korea	○	-	○	○
China	-	○	○	○
Hong Kong	-	○	-	○
Singapore	-	○	-	○
United States	-	○	○	○
Great Britain	-	○	○	○
France	-	○	○	○
Russia	-	○	-	○

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