

UNIQLO

2011 SS Functional Innerwear Seminar

Shuichi Nakajima
Senior Group Officer, UNIQLO Co., Ltd.



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UNIQLO's Mission

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 great clothes.



UNIQLO Products that Create New Value

Examples include:

HEATTECH = redefining winter wear

Bra Top = enhanced freedom from bras



UNIQLO has tackled many challenges in the functional innerwear product category, always keeping in mind fashion and supporting the daily lives of customers.



2010 FW HEATTECH Sales Results

HEATTECH

Innerwear that is changing how people dress in the winter and enriching people's lifestyles



2010 FW: 80 million items sold

(includes all HEATTECH products, namely, innerwear for men, women and kids, as well as socks, winter accessories, jeans, etc.)



Innerwear: A Key UNIQLO Product Category

- Leverage UNIQLO's competitive edge through an equation of functionality + fashion + value
- Significant opportunity in this new market, even on a global level
- These products, with their "Japanese functionality," have the potential to change people's lifestyles globally and to be worn by everyone, everywhere at any time



2011 SS UNIQLO Presents Three Major Functional Innerwear Lines

- Style Up
- Sarafine
- Silky Dry

Looking to change
how people dress
in summer!!



UNIQLO Now Focused on SS Innerwear

From combating spring's harmful rays to the sticky heat of summer, there exist many ways to improve innerwear to achieve more comfortable lifestyles.



Aiming to be No. 1 in Functional Innerwear

UNIQLO

Aiming to provide the best
functional innerwear

No other casual brand offers innerwear so
comfortable at such low prices.



2011 SS Sales Goal for Functional Innerwear

- Style Up
- Sarafine
- Silky Dry



2011 SS Goal = Sales of 36 million pieces

(including men's and women's innerwear and bra tops)



UNIQLO Introducing 2011 SS Functional Innerwear

Masaaki Nishikawa

Director, Production Department, UNIQLO Co., Ltd.



2011 SS UNIQLO Presents Three Major Functional Innerwear Lines

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- Style Up
- Sarafine
- Silky Dry



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Style Up Innerwear



Posture-Support Innerwear Conceived Based on Posture

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- Women's beauty relies predominantly on "style"
- "Good style" is determined by good posture
- Wearing clothing well requires good posture
- Innerwear forms the foundation for good posture



Style Up products are innerwear that support the wearer's posture to show attractive body lines



2011 New Style Up Innerwear

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Light and No VPL join the Style Up Lineup!!

Style Up Light



- Body lines are enhanced by the tailored weave
- Material is thinner yielding a lighter feel
- No constrictive feeling, naturally enhances wearer awareness of back and hips
- Dry function means quick drying and all-day comfort

Style Up (No VPL)



- Body lines are shown to advantage
- Material is thin and light for a clean feeling
- Flat waist area ensures structure is maintained and minimizes lines visible through outerwear



Style Up Light Camisole

■ Style Up Light Camisole (seamless) 990 yen



Style Up Light Shorts

■ Style Up Light Shorts (seamless) 990 yen

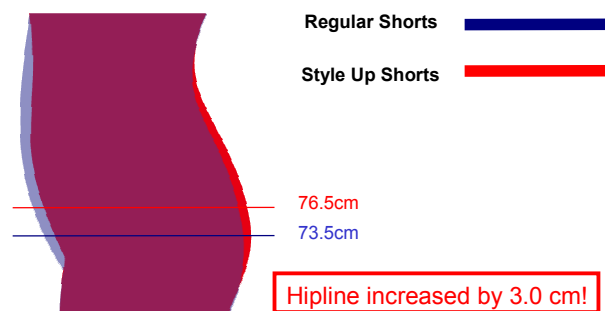


Style Up Shorts (No VPL)

■ Style Up Shorts (seamless) 990 yen



Surprising Effect of Style Up Innerwear



Style Up shorts yield a flatter stomach and 3-centimeter rise in the hipline when compared to wearing just shorts.



Style Up Innerwear Product Lineup

Product name	No. of Colors	Sizes	Price incl. tax	Availability
Women's Style Up Camisole (seamless)	3	S, M, L, XL	990 yen	In stores
Women's Style Up Shorts (seamless) (mid-thigh)	3	S, M, L, XL	990 yen	In stores
Women's Style Up Shorts (no VPL) (above-knee length)	4	S, M, L, XL	990 yen	In stores
Women's Style Up Light Camisole (seamless)	4	S, M, L, XL	990 yen	In stores
Women's Style Up Light Shorts (seamless) (above-knee length)	4	S, M, L, XL	990 yen	In stores
Women's Style Up Stirrups	1	M/L	990 yen	In stores
Women's Style Up Leggings (ankle length)	1	M/L	990 yen	In stores
Women's Style Up U-neck T-shirt (seamless) (elbow length)*	3	S, M, L, XL	1,990 yen	In stores
Women's Style Up Bra Camisole (seamless)*	3	S, M, L, XL	1,990 yen	In stores
Women's Style Up Camisole (no VPL)*	4	S, M, L, XL	1,500 yen	In stores

*Availability limited to certain stores.



Sarafine



Sarafine Innerwear: Wearable Air Conditioner

- Sarafine functional innerwear makes the humid days of summer comfortable and was conceived based on the opinions of women who dislike the intense heat of summer and the cold temperatures of air-conditioning.
- This high-tech fiber combines the breathable fiber cupro, created by Asahi Kasei Corp., with a modified cross-section nylon made by Toray Industries, Inc. Cupro's Dry function allows it to absorb excess moisture yet keep the wearer dry and comfortable.
- The combination with the modified cross-section nylon results in a soft texture and silky feel, the result of efforts to realize a soft material suitable for a woman's skin.



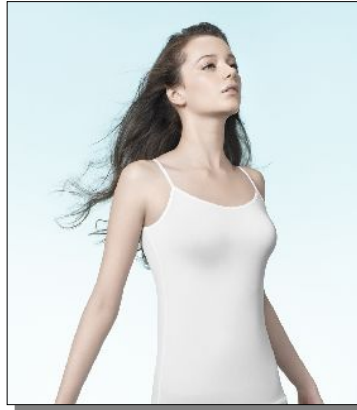
Sarafine Features – Removal of Excess Moisture

- Wicks away moisture: Breathable material to remove excess perspiration and moisture, keeping the wearer dry and comfortable
- Comfort: A soft texture that is silky to the touch
- Perspiration-absorbent, fast-drying: Excess moisture is quickly absorbed and released, ensuring the wearer stays dry and comfortable
- Cool sensation: Body heat is quickly dissipated so skin feels cool
- Stretchable: The fabric stretches to conform perfectly to the wearer's body
- Anti-bacterial, deodorizing: The material reduces odors, even if dried indoors



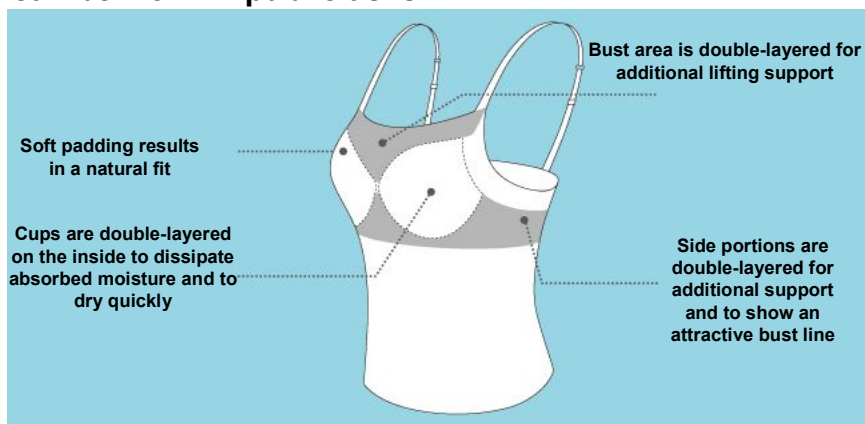
2011 Key Product: Sarafine Bra Tops

Presenting Sarafine Bra Tops, created in response to the demands of our customers.



Features of Sarafine Bra Tops

Sarafine Bra Tops are made using the ideal material. The material is not see-through, and so, a single layer can be worn in public as is.



Sarafine Product Lineup

* Availability limited to certain stores.

Product name	No. of colors	Sizes	Price incl. tax	Availability
Women's Sarafine Camisole	6	S, M, L, XL	990 yen	In stores
Women's Sarafine Camisole (stripe)	4	S, M, L, XL	990 yen	In stores
Women's Sarafine Camisole (dot)	3	S, M, L, XL	990 yen	Mid February
Women's Sarafine Camisole (flower)	3	S, M, L, XL	990 yen	Early April
Women's Sarafine Camisole (multi-stripe)	3	S, M, L, XL	990 yen	Late April
Women's Sarafine U-neck T-shirt (short sleeve)	5	S, M, L, XL	990 yen	In stores
Women's Sarafine U-neck T-shirt (stripe) (short sleeve)	4	S, M, L, XL	990 yen	In stores
Women's Sarafine U-neck T-shirt (dots) (short sleeve)	3	S, M, L, XL	990 yen	Mid February
Women's Sarafine U-neck T-shirt (flower) (short sleeve)	3	S, M, L, XL	990 yen	Early April
Women's Sarafine U-neck T-shirt (multi-stripe) (short sleeve)	3	S, M, L, XL	990 yen	Late April
Women's Sarafine Padded U-neck T-shirt (short sleeve)	3	S, M, L, XL	1,500 yen	In stores
Women's Sarafine Padded Camisole	3	S, M, L, XL	1,500 yen	In stores
Women's Sarafine Tank Top*	6	S, M, L, XL	990 yen	In stores
Women's Sarafine UV Cut Bra Top Camisole	6	S, M, L, XL	1,500 yen	In stores
Women's Sarafine UV Cut Bra Top Tank Top	5	S, M, L, XL	1,500 yen	In stores
Women's Sarafine UV Cut Bra Top Camisole (stripe)	2	S, M, L, XL	1,500 yen	Mid March
Women's Sarafine UV Cut Bra Top Tank Top (stripe)	2	S, M, L, XL	1,500 yen	Mid March
Women's Sarafine UV Cut/Padded Bra Top Camisole)	4	S, M, L, XL	1,990 yen	Late April
Women's Sarafine UV Cut/Sweat Absorbent Bra Top Camisole (stripe)	2	S, M, L, XL	1,990 yen	Late April
Women's Sarafine UV Cut/Padded Bra Top Camisole (stars)	2	S, M, L, XL	1,990 yen	Late April
Women's Sarafine UV Cut Crewneck T-shirt (long sleeve)	4	S, M, L, XL	1,500 yen	Mid February
Women's Sarafine UV Cut Crewneck T-shirt (stripe) (long sleeve)	3	S, M, L, XL	1,500 yen	Mid February

Silky Dry

Features of Silky Dry Products

- Deodorizing: Controls body odor, such as due to perspiration
- Superb comfort: Soft, silky, delicate fibers are used so that you almost forget you are wearing anything
- Absorbs perspiration, dries quickly: Perspiration is quickly absorbed and dissipated to prevent wearer from feeling too hot; superior fast-drying feature
- Stretchable: Superior elasticity means a great fit
- Anti-bacterial: Deodorizing: material reduces odors, even if dried indoors



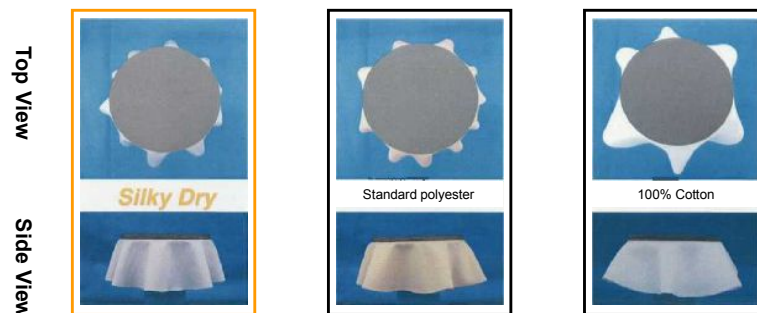
Silky Dry: Almost Unnoticeable Innerwear

- Silky Dry was created in the pursuit of developing comfortable underwear for men
- UNIQLO and Toray Industries, Inc. jointly developed the microfibers using the finest possible cationic-dyeable polymers
- The delicate fibers have an amazingly silky feel, conforming perfectly to the body, so much so that the wearer can almost forget they are wearing anything.



Silky Dry Table Cloth Experiment

Tables were covered with three different materials:
Silky Dry, 100% polyester, and 100% cotton.
The softer the material, the narrower the resulting pleats.



Silky Dry Product Lineup

Product name	No. of colors	Sizes	Price incl. tax	Availability
Silky Dry V-neck T-shirt (long sleeve)	2	S, M, L, XL	1,500 yen	In stores
Silky Dry Crewneck T-shirt (long sleeve)	2	S, M, L, XL	1,500 yen	In stores
Silky Dry V Neck T-shirt (short sleeve)	4	S, M, L, XL	990 yen	In stores
Silky Dry Crewneck T-shirt (short sleeve)	3	S, M, L, XL	990 yen	In stores
Silky Dry V-neck T-shirt (short sleeve)(drop-needle)*	2	S, M, L, XL	990 yen	Late March
Silky Dry V-neck no sleeves (drop-needle)*	2	S, M, L, XL	990 yen	Late March
Silky Dry Long Boxer Shorts*	2	M, L, XL	990 yen	Mid February
Silky Dry Long Briefs (mesh)*	2	M, L, XL	990 yen	Mid February
Silky Dry Boxer Shorts	6	M, L, XL	990 yen	In stores
Silky Dry Mesh Boxer Shorts	2	M, L, XL	990 yen	Early May
Silky Dry Striped Boxer Shorts	1	M, L, XL	990 yen	Late March
Silky Dry Print Boxer Shorts	3	M, L, XL	990 yen	Late March
Silky Dry Boxer Shorts (LR)	6	M, L, XL	990 yen	In stores
Silky Dry Mesh Boxer Shorts (LR)	2	M, L, XL	990 yen	Early May
Silky Dry Striped Boxer Shorts (LR)	1	M, L, XL	990 yen	Late March
Silky Dry Print Boxer Shorts (LR)	3	M, L, XL	990 yen	Late March

*Unavailable at some stores



2011 SS Functional Innerwear Advertising

Online: A website, UNIQLINK, where users can exchange opinions and impressions about the products that will be available from late February.



(Homepage image)

This platform allows users to pose questions about products for other users to answer. This website will be further developed and refined as we collect the frank opinions and impressions of our customers.

<http://www.uniqlo.com/uniqlink>



2011 SS Functional Innerwear Advertising

Newspapers: Planned advertisement placement in major newspapers on February 11



2011 SS Functional Innerwear Advertising

TV: Commercials for
and Silky Dry to air from late February.

