

# Rechinos and Recargos

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# UNIQLO Reasons for Selecting Chinos and Cargos

- Along with jeans, chinos and cargos are standard casual bottoms wear for men.
- UNIQLO's approach to making clothes has always been about taking universal and basic items—such as these—and improving them in a way that matches the times.

# History of Chinos and Cargos

Originating as work pants, became established as a standard facet of basic casual wear basic.

## Chinos

1960s-70s Established as standard items as an Ivy-League look.

1980s Established as a must-have items due to a tasteful-yet-casual trend.

1990s Finds following in business demographic, wearers and usage increase.



## Cargos

1990s Finds popularity mainly with men, due to military look and expansive silhouettes.

2010 Thrust into the spotlight again in the fall/winter as interest in military looks is rekindled.



# Evolving Chinos and Cargos

Consumers can select the pair that best dovetails with their values.

Live life without conforming to prevailing trends.

Live simply, naturally and without waste—live large. That is the most beautiful way to live.

Rechinos                      Recargos  
新・チノ                      新・カーゴ

# Women's Rechino and Recargo Lineup



## Boyfriend Fit Chino Pants

The slimmer hems makes for a gorgeous feminine line. Moreover, that these bottoms are designed to give the wearer a clean line even when they are rolled up.



## Boyfriend Fit Cargo Pants

With a feminine silhouette that is not excessively loose, these pants offer a fit that feels just right. Not only that, but these bottoms can be enjoyed two ways—roll them up to wear a la shorts that extend just below the knees by securing the hem with the side belts.



## Skinny Fit Cargo Pants

These skinny type cargos make legs look great by making them look longer and more beautiful. Even the size, position and shape of the side pockets are painstakingly devised to ensure uninterrupted clean and beautiful lines. Stretchable fabric is incorporated to ensure the ultimate in comfort.

# Men's Rechinoand Recargo Lineup



## Vintage Chino Flat Front Pants

Featuring a sun-dried finish that is painstakingly achieved, these pants offer a well-worn look and a softness you would expect from such a garment. These basic chino pants can be worn in any number of ways.



## Washed Chino Flat Front Pants

Made with a special wash treatment, these are extremely soft. The slim hems and a sharp, clean-fitting waist result in a sharp, elegant silhouette.



## Style Up Cargo Pants

These style-up pants have a crisp look around the hips. Particular attention was lavished on getting details of these cargo pants just right, yielding a silhouette that makes the wearers' legs appear longer. Thanks to a stretchable fabric, easy of movement is achieved even with the slim design.

# Communicating Rechinos and Recargos to the World

**RECHINOS** **RECARGOS**

Simple, natural, slim.

The basics **re**imagined.

For how you live. Today.

# A New Standard Item in Bottoms...

- These pants will drive the basic bottoms market, which is enjoying a resurgence.
- Like jeans, these new lines will grow into a category that represents a standard in casual pants.



These pants will drive the basic item bottoms market, which is enjoying a resurgence.

Spring/summer sales target for the rechino and recargo lines: Over 10 million