

UNIQLO's New Ultra Light Down

Jointly Developed by UNIQLO and Toray

2011 Product Presentation

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UNIQLO's Mission

Offer truly great clothing with new and unique value to people all over the world

Value-Added Products

**UNIQLO has created a new outerwear
category:**

Ultra Light Down

Ultra Light Down: Winter Outerwear with New Value

Ultra Light Down debuted in 2010

- Truly light
- Easy to wear
- Slim, fashionable outerwear
- Easy to carry



This hit product line was so popular last year that stock levels started running low in December, just three months after it was released!

Ultra Light Down 2011: This Year's Volume for Sale

UNIQLO hopes that the many customers who were unable to try Ultra Light Down last year will be able to stay warm and comfortable this winter



2.5 times more items are available this year
compared to last year

- Ultra Light Down is a product that is difficult to mass produce, as it requires specialized manufacturing technology
- With the cooperation of Toray, UNIQLO created a production framework that will enable more customers than ever before to stay warm this winter

Ultra Light Down 2011: Key Features

- Extremely light, weighing just 199 grams
- Premium down with a fill power of at least 640
- Pocketable design offers convenient portability during vacations and other occasions
- Improved silhouette
- Matte texture (women's items)
- Durable and water-repellent
- Hand-washable

2011 Ultra Light Down

“Put it on and you’ll be amazed”



UNIQLO consistently offers products that address unrealized customer needs to add value and create new markets

Customer Feedback

- Above all, it's light!
- I can wear it indoors, outdoors, at the office — even at home!
- The combination of Ultra Light Down and HEATTECH is unbeatable!
- Very convenient for travel. It's pocketable, so it's very portable!
- It doesn't take up any space when I put it in a bag on the train.
- It's more like a cardigan or knit that you can casually slip on, rather than down!
- It's very convenient as portable, cold weather gear!

International Response

Ultra Light Down is selling well in the US, the UK, France, China, Hong Kong, Russia, Taiwan, Thailand and elsewhere



It is steadily becoming a popular item and is even drawing international attention

Great East Japan Earthquake Aid

As the colder weather of fall and winter draws closer,
Ultra Light Down items will be donated to disaster
survivors



Of the 80,000 products to be donated, 4,000
Ultra Light Down items will be sent to
survivors in Iwate, Fukushima and Miyagi
prefectures

2011 Ultra Light Down Items

	Products	Colors	Sizes	Price (Tax incl.)
Men's	Premium Ultra Light Down Jacket	Light gray, black, red, navy blue, beige, dark brown, dark green, purple, orange, blue	S, M, L, XL	5,990 yen
	Premium Ultra Light Down Parka	Light gray, black, beige, dark brown, red, blue, navy blue (select stores)	S, M, L, XL	5,990 yen
	Premium Ultra Light Down Vest	Light gray, black, orange, dark brown, navy blue, purple	S, M, L, XL	3,990 yen
Women's	Premium Ultra Light Down Coat	Off-white, black, beige, dark brown, navy blue, wine red (select stores), olive (select stores)	S, M, L, XL	7,990 yen
	Premium Ultra Light Down Jacket	black, pink, beige, dark brown, green, mustard yellow, navy blue, purple	S, M, L, XL	5,990 yen
	Premium Ultra Light Down Parka	Off-white, gray (two shades), pink, brown, blue	S, M, L, XL	5,990 yen
	Premium Ultra Light Down Vest	Gray, black, pink, dark brown, blue, purple	S, M, L, XL	3,990 yen