


# 2012 HEATTECH and Ultra Light Down

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# HEATTECH and Ultra Light Down

**Innovative wear that has continued to change  
the conventional wisdom of winter clothing**





**HEATTECH**

**JAPAN TECHNOLOGY**

HEATTECH is the smart way to stay warm and comfortable in cold weather. Developed by UNIQLO and Toray Industries, the world's leading fiber maker, this revolutionary material keeps you warm by retaining body heat. Now you can dress more inventively in cold weather by taking advantage of this sheer, innovative fashion technology from Japan. Open up exciting possibilities. Give yourself a fashion edge with HEATTECH.

**2001: “DRY” line of functional summer wear goes on sale  
Customers have high hopes not only for functional wear but  
also for functional innerwear.**



**Potential for a functional wear market**



**2003: Development begins**

**DRY: functional summer innerwear**

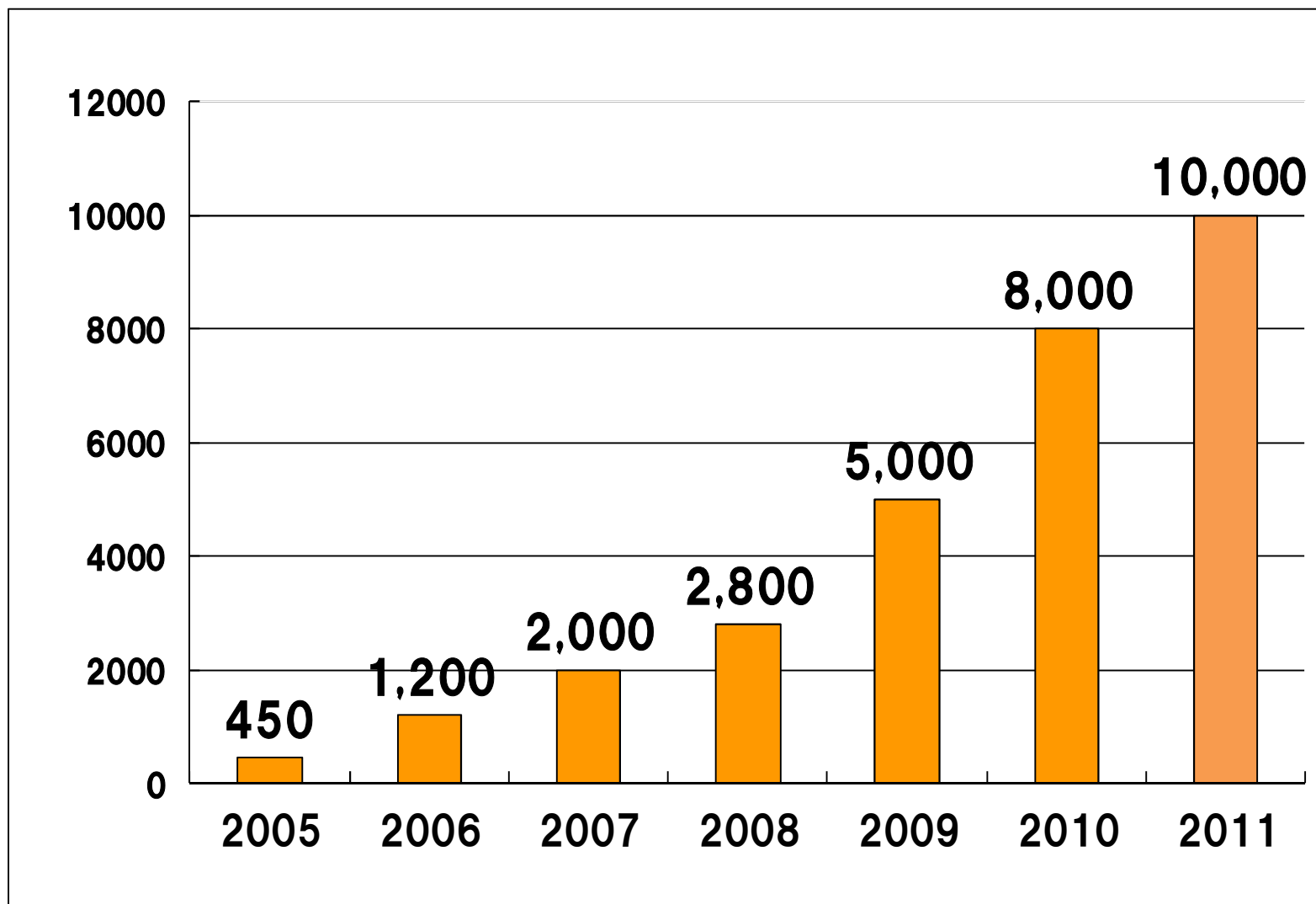
**HEATTECH: functional winter innerwear**

## Customer feedback lends itself to the continued evolution of HEATTECH

<b>2003: HEATTECH sales begin</b>	<b>Heat generation and retention functions</b>
<b>2004: HEATTECH (Men)</b>	<b>Antibacterial and dry functions added</b>
<b>2005: HEATTECH (Women)</b>	<b>Moisturizing function added</b>
<b>2006: HEATTECH (Women)</b>	<b>Moisturizing function improved</b>
<b>2007: HEATTECH (Men/women)</b>	<b>Stretch function added</b>
<b>HEATTECH (Women)</b>	<b>Moisturizing function improved</b>
<b>2008: Global deployment begins</b>	
<b>2009: HEATTECH (Men/women)</b>	<b>Anti-static and shape-retaining functions added</b>
<b>2010: HEATTECH (Women)</b>	<b>Thread is made finer, leading to softer feel against the skin</b>
<b>2011: HEATTECH (Men)</b>	<b>Odor control function added</b>
<b>HEATTECH (Women)</b>	<b>Moisturizing function improved</b>
	<b>Thread is made finer, leading to softer feel against the skin</b>

## Annual HEATTECH unit sales

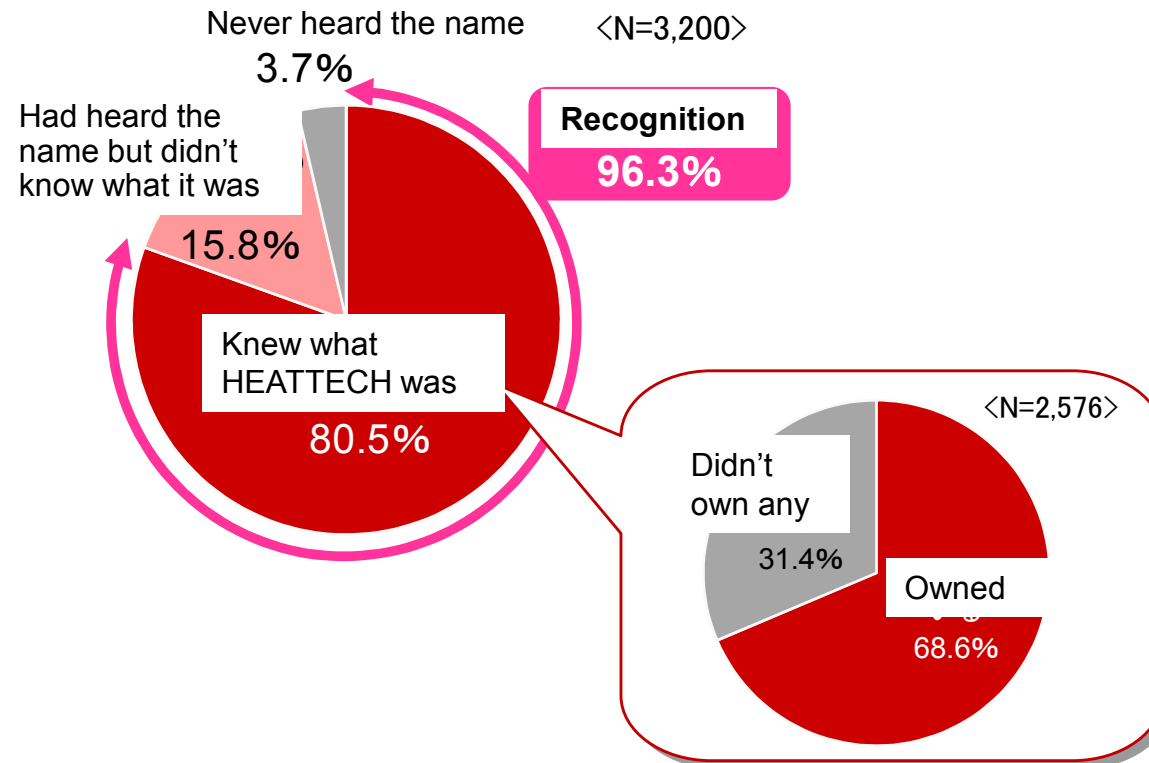
Cumulative total of units sold: Approximately 300 million (290 million)



**More than 9 out of 10 (96.3%) people surveyed  
recognized the brand**

**1 of 2 (55.3%) owned HEATTECH**

Graph 1) HEATTECH brand recognition



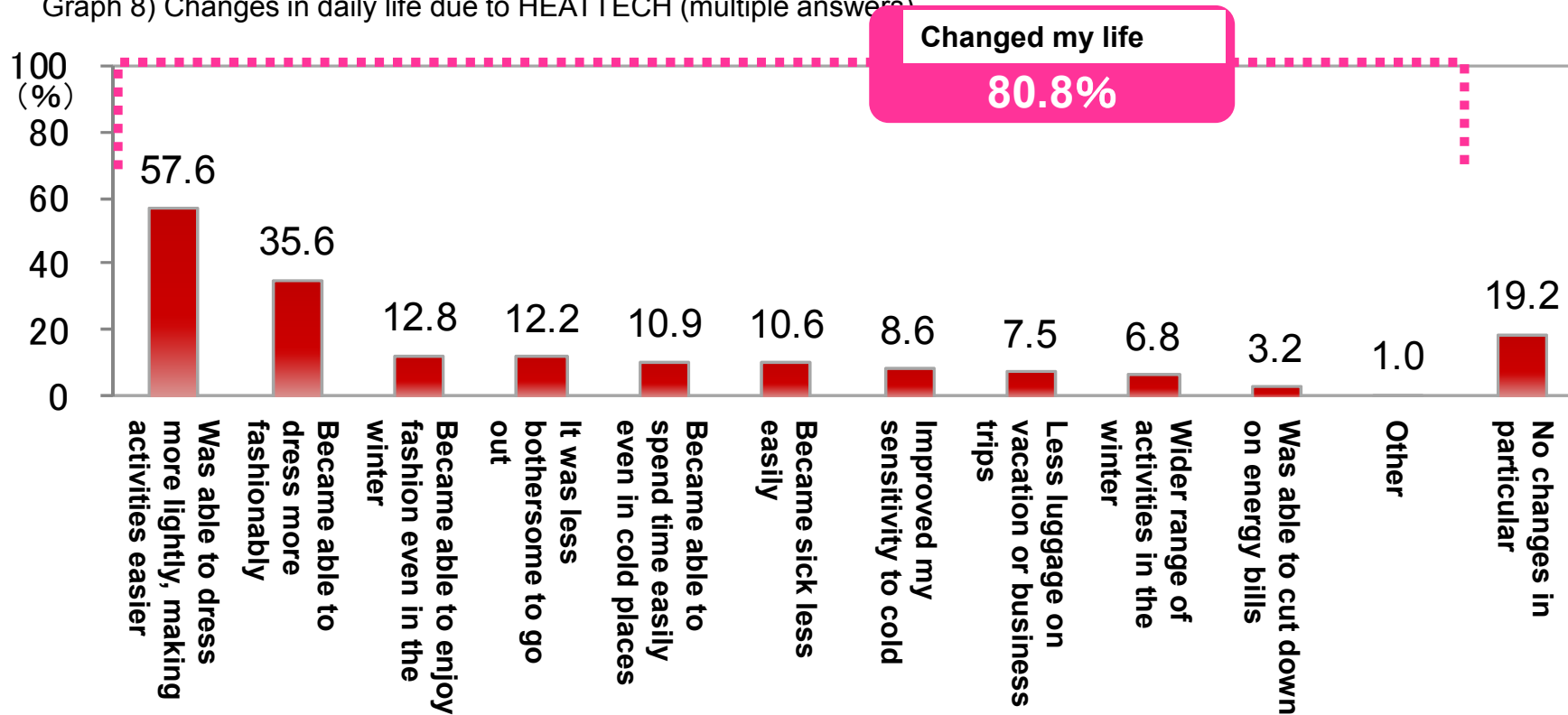
# How HEATTECH Changed Daily Lives

## HEATTECH “changed my daily life” (80.8%)

People reported outward changes, such as a engaging in a “wider variety of activities” and dressing “more fashionably,” but HEATTECH also influenced people inwardly, helping them enjoy winter more proactively

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Graph 8) Changes in daily life due to HEATTECH (multiple answers)

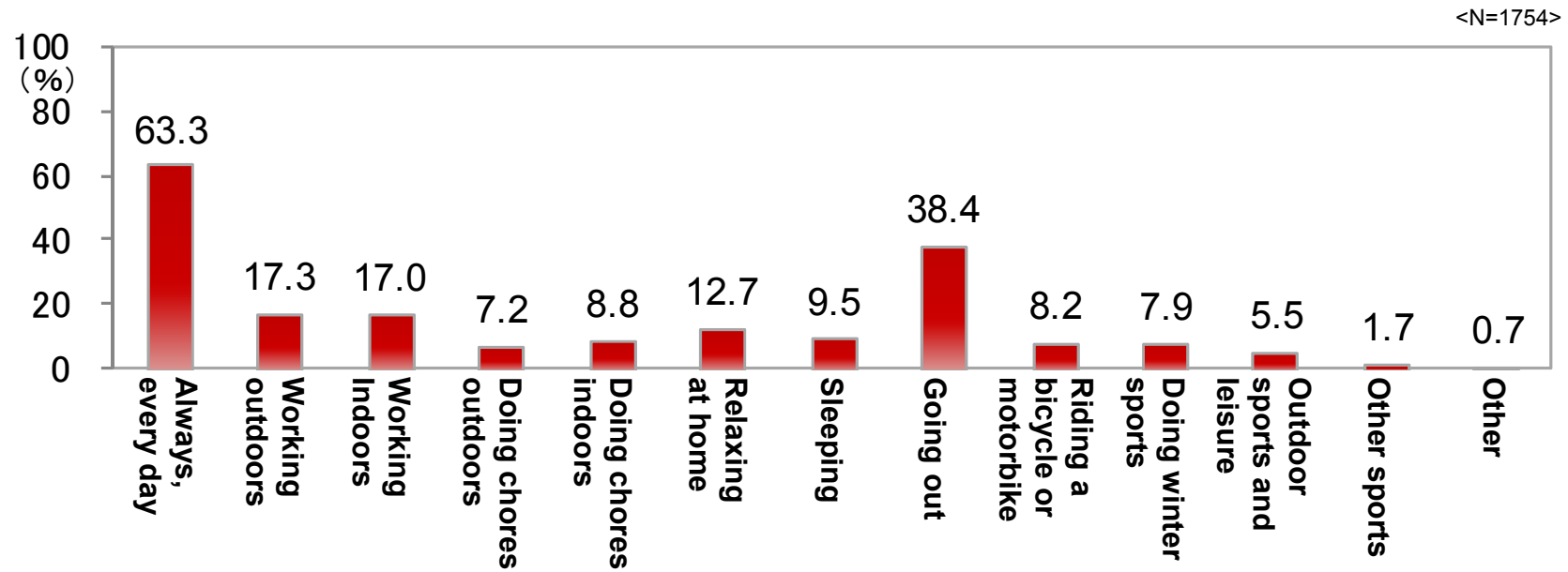




# Worn on All Occasions

## Worn as an everyday item both indoors and out regardless of occasion

Graph 7) Where customers wore HEATTECH last winter (multiple answers)



# 2012 HEATTECH

**HEATTECH will further expand the winter fashion possibilities**



**A flood of new releases!**

**A surprisingly wide variety of colors and patterns!**

Number of items: **Doubled** from last year

Number of colors/patterns: **2.5** times more than last year  
(approx. 340 => 830 styles)



## 2012 HEATTECH

**HEATTECH for anyone, anywhere at anytime**



**New release of women's HEATTECH loungewear!  
Initial launch of the babies' HEATTECH line!**

**Both inside and outside the house, HEATTECH will keep the  
whole family (dad, mom, kids and babies) warm.**

## 2012 HEATTECH

**Even greater wear comfort**



With the new **"moisture absorbing & releasing"**  
function added to the men's and kids' line

Absorbs any excessive moisture and releases it to the  
outside to reduce the build-up of humidity inside the garment

**Added in response to many customers saying  
that they feel the stickiness when they move  
from cold outside to heated inside**

## 2012 HEATTECH Lineup



## 2012 HEATTECH (Men's)



### (1) **New** items

New release of T-shirts that can be worn on their own!

Sure to increase the number of occasions for wearing HEATTECH

### (2) **New patterns** to come in series

New patterns in collaboration with popular content!

### (3) **Updated functions**

The "**moisture absorbing & releasing**" function added and the "**odor control**" function improved reduce the humidity beneath layers of clothes

# 2012 HEATTECH (Men's)



Heattech color block T shirt

Heattech waffle crew-neck T shirt



# 2012 HEATTECH (Women's)



## (1) **New** items

- New loungewear! Relax and even sleep in the warmth of HEATTECH
- New underwear! Warm up the area around the hips that tend to get cold

## (2) **New patterns** to come in series

- An even greater variety of colors/patterns to choose from for each item, including lace trimming, new prints, in addition to collaborations with designers

## (3) **Updated functions**

- “Moisturizing” function improved for a more moisture-rich feel



## (1) New items



Heattech lounge dress  
Heattech lounge stole cardigan



Heattech high rise brief/  
hiphunger



# 2012 HEATTECH (Women's)



## (2) **New patterns** to come in series



**(1) New items**

Debut of the babies' HEATTECH line!

Safety assured with certification to the Oeko-Tex®Standard 100

**(2) New patterns to come in series**

Collaboration patterns with popular content to appear at the end of the year

**(3) Updated functions**

- The "moisture absorbing & releasing" function added
- Thread is made finer, leading to softer feel against the skin



# Ultra Light Down



## Lead-Up to Ultra Light Down Development

- **Trend toward casual business attire**
- **More people are layering clothes in the winter as a fashion style**
- **Demand for items adaptable to sudden changes in temperature**



**Is there a potential demand for down jackets that are light and slim, but warm?**

**Begins to sell in 2009**

# Ultra Light Down Advertisements

## Try it, to believe it. Surprisingly lightweight

ついにわずか206g。世界の冬を変えてゆく。

より軽く、細く、暖かく、美しい羽を使用した新素材。縫製や糸で縫り上げると重量が増加。縫製が美しいので、縫製で縫ったものよりも軽く、縫製で縫ったものよりも暖かく、縫製で縫ったものよりも美しい。縫製で縫ったものよりも軽く、縫製で縫ったものよりも暖かく、縫製で縫ったものよりも美しい。

新・ユニクロのウルトラ ライトダウン ¥4,990

MADE FOR ALL

Try it, to believe it. Surprisingly lightweight

¥5990 **ULTRA LIGHT DOWN** MADE FOR ALL

MADE FOR ALL

**Cumulative total of units sold from 2009**

**11 million units worldwide**



**The next big global hit  
following HEATTECH**

# Ultra Light Down Recognition

**The recognition rate is 74.4%,  
yet only 7.7%, less than 1 out of 10  
people surveyed have bought one**

- Internet survey  
- Conducted in Japan on December 14 and 15  
- 402 samples from male and female respondents between the age of 20 and 49



## Potential of Ultra Light Down

**The market penetration rate is currently about 10% for all age groups**



**The market is currently in the growth phase  
There is huge potential for market expansion**

## Challenges for Ultra Light Down

Combination of highly advanced, Japanese textile techniques and craftsmanship of *Takumi* expert artisans



Strengthen production and quality control

**Allows for significant increase in production volume**

**A greater variety of colors/patterns made possible  
with advancements in dyeing techniques!**

**2011      51 colors/patterns**



**2012      107 colors/patterns**

More than **double** the variety

## 2012 Ultra Light Down (Men's)

2011: **23** colors/patterns → 2012: **58** colors/patterns

(1) **New** items

A coat that is convenient for commuting to the office!

(2) **New** patterns to come in series

Color block design added for jackets.

New prints for jackets and vests!



## 2012 Ultra Light Down (Women's)

2011: **29** colors/patterns → 2012: **71** colors/patterns

(1) **New** items

Introducing a new, elegant topper jacket!

(2) **Revised silhouette**

Parka with long length to wrap around hips.

Improved with a waist tie for a more feminine shape!

(3) **Added polka dots and checks!**

New patterns for vests and jackets!

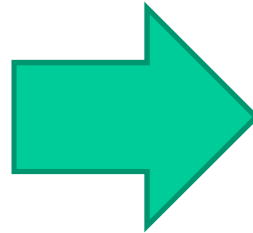
Great accents to the look.



# Clothing Has Changed

## the Conventional Wisdom for Winter

In the past, it was taken for granted that people need to put on multiple layers of bulky clothes to stay warm. UNIQLO's innovative winter wear has changed such conventional wisdom for winter, providing a new level of comfort in people's lives.



**General winter look 10 years ago**

**UNIQLO winter look for 2012**

# Clothing Has Changed the Conventional Wisdom for Winter

**3 kg** **1 kg**



**Not only offers fashion  
but also reduces physical burden**

# HEATTECH and Ultra Light Down

**Highly versatile products that can be worn from fall, through winter and into early spring**



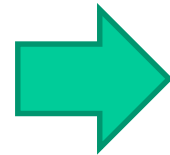


## Ratio of the units sold for outside Japan to total in 2010 and 2011



**2010**

**5%**



**2011**

**10%**



**2012**

**15%**



**14%**



**23%**



**34%**

**Expanded the sales area to  
13 countries and regions including Japan**

**“Experience HEATTECH”  
Global Sampling**

**to be conducted in five major cities (in  
Japan, UK, US, France and China) from  
October**

## Importance of the logo in the global strategy



**Development of a new logo for  
global recognition**

## HEATTECH and Ultra Light Down

**Innovative wear to change clothing, change  
conventional wisdom and change the world**





**Sales target:  
13 million units**



**Sales target:  
130 million units**