

COMPTOIR DES COTONNIERS
UNIQLO MARCHÉ PRINTEMPS GINZA Store

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The Comptoir des Cotonniers Overview

COMPTOIR DES
COTONNIERS

- Created in 1995 in the South of France
- 392 shops in the world
- Women's ready-to-wear brand
- Pioneer brand in the affordable luxury segment
- French touch & Fashion attitude
- Close to its customers



The Comptoir des Cotonnier woman

COMPTOIR DES
COTONNIERS

- Curious
- Cosmopolite
- Dual: business women – fashion conscious
- Each has her own personality, each has her own style



- First opening in 2006 in Tokyo
- First foreign market
- 46 shops with 21 stores in Tokyo and near suburbs (this new shop inside The PRINTEMPS GINZA is 47th store)
- Present in 13 other cities in Japan: Hiroshima, Kanagawa, Osaka, Hokaido, Saitama, Okayama, Nara, Kumamoto, Hyogo, Ichikawa, Fukuoka, Chiba and Aichi

The Japanese Comptoir des Cotonniers woman

- Chic and modern customer
- Office ladies or housewives
- She loves fashion, dresses and cardigans
- Interested in French fashion

- Reinforce the awareness and visibility of the brand
- Develop the brand and synergy between other Fast Retailing brands
- Presence of « Mademoiselle Plume » the premium light down – created by Comptoir des Cotonniers and Uniqlo
- Attract new customers