



LifeWear

Fall/Winter 2013 – Silk and Cashmere Project

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LifeWear

You feel it instantly.

So comfortable, so right, so *you*—

Clothes that are who you are

And where you are going.

LifeWear. Clothes for a better life

for everyone, every day.



About UNIQLO's LifeWear



LifeWear



UL ULTRA
LIGHT
DOWN



AIRism
comfort unlimited



HEATTECH
JAPAN TECHNOLOGY



LifeWear

FALL/WINTER 2013 : 12 PROJECTS



HEATTECH



ULTRA LIGHT DOWN



FLEECE



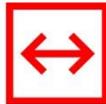
SILK



CASHMERE



COTTON FLANNEL



ULTRA STRETCH JEANS



LEGGINGS PANTS



WARM EASY PANTS



DENIM



SHIRTS



TOPICS!



SILK



CASHMERE



CASHMERE



C CASHMERE
ユニクロの糸で、高級な羊毛の肌触りに触れ、そして価格に驚く。
カシミヤカシミアニットカーディガン(長袖) W1310



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SILK

Superior Characteristics

- Silk is a functional fiber, sometimes called a “natural shelter.” It is cool in summer and warm in winter, making it ideal for wearing year-round. Absorbs moisture and ultraviolet rays, and retains heat.
- Main component is proteins that are rich in amino acids. Silk is gentle on human skin, with an attractive smooth and soft texture.
- Silk fiber is triangular, making it reflect light like a prism, and generating a natural luster and look.



SILK

Design

- Total of 18 styles, including blouses, dresses and scarves, in an overwhelming design variation of approximately 90 colors and patterns.
- Unnecessary detailing has been reduced to express a perfect, finished design and cut. Products are ideal as casual wear or to achieve a clean style or look.
- Solid color items have been sand-washed for a matted texture suitable for casual wear.

Sewing

- High level of processing techniques.





SILK

Price

- Price range allows products to be affordable to everyone. Core items are priced at 3,990 in Japan, while the price range is from ¥1,900 to ¥5,990.





CASHMERE

Superior Characteristics

- Cashmere is a rare fiber known as the “Jewel of Fibers.”
- Cashmere is extremely fine, about one-fifth the diameter of human hair, making it light and supple. It has excellent heat retention and moisture absorption properties.
- Exceptional dye affinity allows for vivid colors.



CASHMERE

Design

- Wide range of items, including sweaters, tunics, dresses, and stoles, in an overwhelming variation of designs. The women's line comprises 17 styles in approximately 140 colors and patterns, and the men's 13 variations in 100 colors and patterns, with 12 styles of accessories in 90 colors.
- In addition to 100% cashmere items, items with a 10% blend with other materials are also available.
- Men's sweaters have an improved width and depth in the V-neck, for a design that goes well with both dress shirts and T-shirts. In the women's line, the fit of the sweater has been altered to, for a more feminine design and look. New items include round-bottom blouses, tunics, and dresses.
- Color block types are new for both men and women.





CASHMERE

Price

- Price range allows products to be affordable to everyone. Core women's items are priced at 5,990 in Japan, while the price range for the entire cashmere line is from ¥1,500 to ¥9,990.





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