



**LifeWear 2013年秋冬**  
**ヒートテック／ウルトラライトダウン**  
**プロジェクト**

株式会社 ユニクロ  
デザインディレクター  
滝沢 直己



## LifeWear

FALL/WINTER 2013 : 12 PROJECTS

「ふつう」に着こなしている。そこに、その人のセンスを感じる服。

「気持ち良く」着こなしている。そこに、その人のセンスを感じる服。

その服を初めて着た時、誰もが直感的に「自分に合う」と思える服。

その服を着るほど、誰もが当たり前「これがなくては」と思える服。

それが 'LifeWear' あらゆる人の日々を彩り、

ひとりひとりの生き方を豊かにしていく服。



## LifeWear

FALL/WINTER 2013 : 12 PROJECTS



HEATTECH



ULTRA LIGHT DOWN



FLEECE



SILK



CASHMERE



COTTON FLANNEL



ULTRA STRETCH



LEGGINGS



WARM EASY



DENIM



SHIRTS



TOPICS!

UL ULTRA  
LIGHT  
DOWN

**HEATTECH**

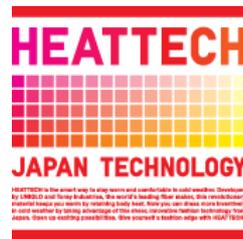


**JAPAN TECHNOLOGY**

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 trapping body heat. Now you can dress your bodymind. Be cool-headed by taking advantage of the latest scientific technology from Japan. Open up exciting possibilities. One yourself a fashion edge with HEATTECH.

# 完成度の高さを追求 新たなステージへ

UL ULTRA  
LIGHT  
DOWN



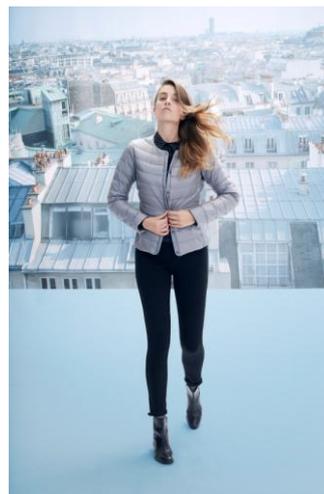


## 「モバイルウェア」へと進化

- 「軽さ」「暖かさ」「デザイン」の完成度の高さの追求
- 暖かさをケータイ持ち運べるという新発想
- ダウンジャケットの概念を超える新商品開発

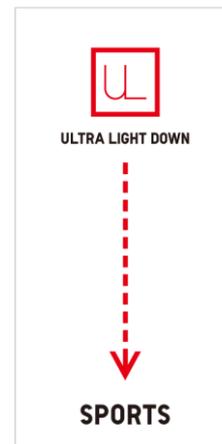
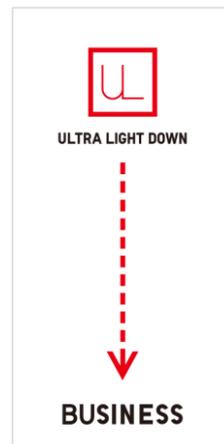
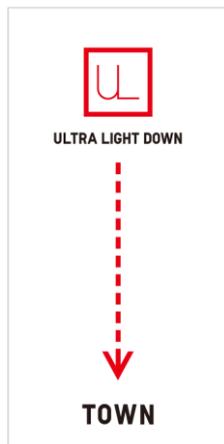
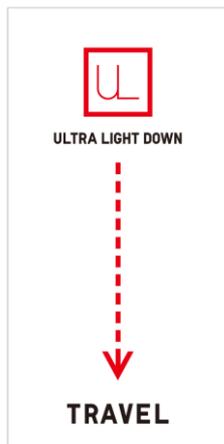
ULTRA  
LIGHT  
DOWN

## 「モバイルウェア」へと進化





## あらゆるシーン・シーズンを問わず 着こなせるアウターへと進化



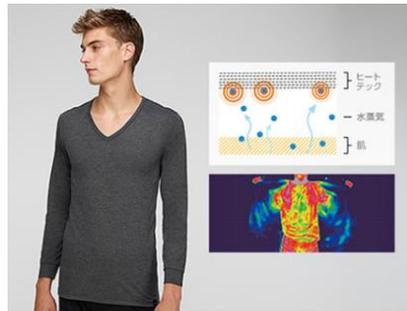


## 一日を暖かく、心地よく変える「もうひとつの肌」

- 快適な着心地を叶える基本機能の向上
- 1枚の服の完成度の高さ
- 個人の生活スタイルに合った商品ラインアップ



# 一日を暖かく、心地よく変える「もうひとつの肌」





## 一日を暖かく、心地よく変える「もうひとつの肌」



**HEATTECH**  
JAPAN TECHNOLOGY

HEATTECH is a smart way to keep warm and comfortable in cold weather. It uses a special fabric that traps heat and keeps you warm. It's made from 100% cotton and is soft and comfortable. It's also easy to care for and doesn't shrink. It's the perfect choice for anyone who wants to stay warm and comfortable in cold weather. For more information, visit [www.uniqlo.com](http://www.uniqlo.com).



Ora Ito / Modern architect



Kieo Mizuhara / Actress

UL ULTRA  
LIGHT  
DOWN

**HEATTECH**



**JAPAN TECHNOLOGY**

HEATTECH is the answer for winter and contributes to your health. Developed by UNIQLO and Toray Industries, the world's leading fiber maker, this revolutionary material keeps you warm by trapping body heat. When you are done exercising in cold weather by taking advantage of this ultra-compact heat-retention technology, heat stays up swirling inside. You experience a warm edge with light fabric.



LifeWear