

NEW

FAST RETAILING decides on team to generate the very best of UNIQLO at its global flagship store in Soho, New York

UNIQLO will open its new flagship store in New York's Soho in Autumn 2006. The store will be the largest UNIQLO store so far with a shop floor of 3,300 square meters. With the store's top-level products, VMD, store management and quality service, we will be able to offer the very best and the very latest of UNIQLO. And we are proud to announce that we have now brought together the most talented team to ensure the success of this global flagship store.

Welcome the all star team with top class talent.

Not only do we have the top-level products, VMD and quality service, but we now also have the creative talent to bring out the very best and the very latest of UNIQLO. Among the team members are Kashiwa Sato, the most talked about creative director; Masamichi Katayama, the interior designer responsible for flagship store design for a variety of brands; Marcus Kiersztan, an art director currently active in New York; Yugo Nakamura, an interface designer and one of the world's top figures in web design. Together, this top class team will help create the ultimate interpretation of what UNIQLO is really all about - "beauty conscious, ultra rational style".

The logo for the New York global flagship store

We are now ready to launch the new logo for the New York global flagship store. The logo reflects UNIQLO's quest to, "perfect our brand, and challenge the world". The key phrase for this concept is, "beauty conscious, ultra rational style". The logo's refreshing red color represents Japan and also the venture spirit that UNIQLO continues to value. This is the logo we will use in our challenge to go global.



Logo for New York flagship store

UNIQLO's largest ever store will span 3 floors including the basement and will celebrate the full array of new products developed under the guidance of our New York R&D center. We have great expectations for our global flagship New York Soho UNIQLO store. We believe the store will take us one step closer to our goal for a global UNIQLO.

An exclusive website for UNIQLO Soho New York, our global flagship store

Our new website designed by Yugo Nakamura and dedicated to our UNIQLO Soho New York global flagship store is now up and running. The website will detail each fresh challenge that UNIQLO faces. Please do take a look!

To access from within the United States: URL : <http://www.uniqlo.com>

To access from outside the United States: URL : <http://www.uniqlo.com/flagship>

Creative Direction

Kashiwa Sato

Creative Director/Art Director

Born in Tokyo in 1965, Kashiwa Sato studied graphic design at the Tama Art University. After a period working for Hakuhodo, he started his own business, establishing his creative studio "Samurai" in 2000. Sato's creative work is characterized by its powerful visual inventiveness and spans a wide range of genres and media. As such, it has received critical praise and accolades from individuals and organizations in an array of industries including design, advertising and art direction. His major accomplishments include TV commercials for the Honda StepWGN, TBC and Parco Grand Bazaar, artwork for musicians such as Smap and Mr. Children, product development and advertising for Kirin Beer (Gokunama, Namakuro) and Kirin Beverage (Kirin Lemon), branding and interior design for TSUTAYA TOKYO ROPPONGI, and renewal projects for kindergartens and Meiji Gakuin University. In his most recent endeavor, he was responsible for the product design and advertising campaign for the NTT DoCoMo "FOMA N702ID." He has won numerous prizes, including the Tokyo ADC Grand Prix, Tokyo TDC Gold Prize, etc.

Interior Design

Masamichi Katayama

Interior Designer

Born in Okayama in 1966. Since establishing Wonderwall in 2000, Katayama has become recognized for eliciting an uninhibiting sense of energy in the world of architecture and interior design through his unconventional and exhilarating approach toward design. Katayama's interest in design has always been broad, respecting conventional and traditional aspects of architecture and other forms of design, while believing in breaking the boundaries. A "total concept" designer, Katayama's intensions are focused on creating an environment that touch the subconscious of the consumer and occupant. Often times fixtures and furniture pieces are created specifically for each project. Katayama's work ranges from a variety of project that include, retail spaces, restaurants, offices and showrooms. In 2003, his first monograph, Wonderwall: Masamichi Katayama Projects, was co-published with Frame Publishers and Birkhäuser worldwide. Wonderwall's most representative creations are: *A BATHING APE "BUSY WORK SHOP"(Harajuku, New York, London, Hong Kong and others), B&B Italia (Aoyama), PIERRE HERMÉ PARIS (Aoyama), DRAWER (Aoyama), and Ogilvy & Mather Japan (Ebisu).

Art Direction

Markus Kiersztan (MP Creative)

Creative Director/Art Director

Born in Munich in 1966, Markus Kirsten moved to New York in 1991 where he worked as the art director and creative director of "The Fashion" and various other magazines. In 2000, he established "MP Creative", a creative studio which specializes in everything from advertising and shop design to web design.

Markus' ability to sense the strength of a brand and express it visually in a stunningly beautiful way has received great acclaim from the fashion world. His clients include such illustrious names as Nike, H&M, Yohji Yamamoto, theory and Lucasfilm, and in New York, which has the world's toughest advertising scene, he is considered one of the best creative directors. He has won numerous awards, including the prestigious New York Art Directors Club Award, which he has won three times as the art director of the magazine "Big".

Web Direction

Yugo Nakamura

Interface Designer/Director/Engineer

Born in Nara in 1970, Yugo Nakamura completed a masters degree at the School of Engineering, The University of Tokyo. After working as a senior art director at the Web design company Business Architects Inc., he opened his own design studio "tha." At present, he is a part-time lecturer at the Shonan-Fujisawa Campus of Keio University, and at the Nagaoka Institute of Design.

Nakamura is an established designer in the fields of interaction design, interface design and web media. His revolutionary work in the fields of web interface design has been noted around the world for its simplicity and sophistication. His major projects include "ecotonoha" for NEC, "camcamtime" for SONY, and "jump-in.jp" for Microsoft. He has received a number of awards for "ecotonoha," including the Cannes Cyber Lions Grand Prix Award (the top award in the advertising world), the Clio Awards Grand Prix and a One Show Interactive Gold Pencil. His work has been seen at a large number of exhibitions and workshops around the world.

Store Overview

Name: UNIQLO Soho New York

Opening: Autumn, 2006

Address: 546 Broadway, New York, NY 10012 USA

Sales floor space: approx. 36,000 ft² (3,300 m²)

Web site: <http://www.uniqlo.com>

Corporate Information

Name: UNIQLO USA, Inc.

Location: New York, USA

CEO & President: Nobuo Domae

Capital: US\$30,000,000 (approx. 3.5 billion yen)

Shareholder: Fully owned subsidiary of FAST RETAILING., LTD.

Established: Nov.22, 2004