

UNIQLO to challenge the French market!

First Paris store to open early December, 2007

FAST RETAILING CO., LTD.

UNIQLO FRANCE S.A.S., one of the FAST RETAILING group operating companies, will begin opening stores from this winter. The first UNIQLO store will open in Paris on early December, 2007 in the La Defense area. We have also decided that we want to open our third global flagship store after New York and London in the heart of Paris.

UNIQLO to open its first Paris “antenna shop” in early December, 2007

UNIQLO will open its first store in France early December, 2007. We see this first store located in the La Defense area as an “antenna shop”. As a nascent brand in the French market, we shall be looking to convey a message from UNIQLO to the highly-fashion conscious Parisians, and to improve our brand recognition. We shall also be conducting marketing exercises (market research/ comprehension), familiarizing ourselves with local store operation, and determining the most appropriate image of UNIQLO to present to the French market.

Decision to open next global flagship store in central Paris

We have also decided to open our third global flagship store in Paris after our New York Soho Store opened in New York in November 2006, and our 311 Oxford Street Store due to open in London in November, 2007. We have reached a basic rental agreement for a large-scale building in the center of Paris, and have begun preparations for the store opening. However, one of the characteristics of the city of Paris is that many of the buildings up for rent are old buildings of historical value requiring careful and extensive refurbishment. For that reason, we have not yet set an opening date. Once completed, we expect the global flagship store to become a highly visible advertisement for the UNIQLO brand with a strong presence in this special city of fashion. We will be looking to spread the UNIQLO reputation for high quality products, VMD, store operation, service and creativity from Paris to other parts of Europe and other parts of the world. UNIQLO is picking up the pace of its global expansion.

UNIQLO Paris store overview

Store name: UNIQLO La Defense (tentative)

Address: Centre Commercial Les 4 Temp

La Defense 15 Pavis de La Defense
92092 Puteaux

Shop floor: approx 200sqm

Opening: early December, 2007

We will announce details of our Paris global flagship store when they are confirmed.



Rendering:RAGAR/TOZAWA DESIGN RENDERING