Our Japan Apparel operations include CABIN, a retailer of women’s apparel, G.U., a low-priced casual clothing retailer, and ONEZONE, a shoe retailer. We continue to tackle new markets, making use of the know-how UNIQLO has amassed as a Specialty Store Retailer of Private Label Apparel (SPA).
We have launched programs to rebuild CABIN’s mainstay brands—ZAZIE, Real Riche, enraciné, and ê.a.p. The basic concept behind each brand has been clearly spelled out, and we are working to strengthen aspects of product development, such as design and the selection of fabrics and other materials. We are also sending people from our domestic UNIQLO operations with expertise in marketing, merchandising, and store operations to help CABIN make changes that will further solidify its business foundation. CABIN operated 211 stores in Japan as of the end of August 2007.
Good quality at accessible prices—fun casual wear that offers freedom of choice

With an extensive range of variations at accessible prices, the g.u. brand of casual wear for the entire family offers everyone greater freedom to wear what he or she wants.

**History**

G.U. was established in March 2006 as a wholly owned subsidiary of FAST RETAILING and opened the first g.u. store inside the Daiei Minami Gyotoku store in October 2006. After opening 25 stores in the autumn/winter 2006 season, the subsidiary opened another 25 stores in the spring/summer 2007 season, for a total of 50 stores in operation. Our aim is to rapidly boost G.U.’s scale as a member of the FAST RETAILING Group by applying the experience gained through our UNIQLO operations, including know-how in store operations, product development, store development, and inventory control.

**Products**

Targeted mainly at families, the g.u. line appeals with low-priced products to a broad array of consumers. New products are introduced weekly with a wide-ranging selection, from trendy items for those looking for the latest styles that are easy to mix and match in stylish combinations as well as loose-fitting clothing that creates a relaxed silhouette.

Product development efforts will focus on women’s fashions. For the 2007 autumn/winter season, we focused on leg fashions, drumming up interest with our new collection of g.u. leggings and tights 100.

**Growth Strategy**

G.U. has developed a network of 50 directly-managed run stores, most of which are located in the Kanto and Kansai metropolitan regions, as of August 2007. Plans in 2008 call for the development of store formats by opening stores in various venues and locations, such as shopping centers and roadside sites. Our aim in developing a product lineup that is low priced and fashionable is to ensure g.u. stores remain a popular destination for our customers.
Japan Apparel Operations

ONEZONE CORPORATION
http://www.onezone.jp/

ONEZONE to create a new shoe retailing chain
With footwear for fun, relaxed lifestyles, FOOTPARK offers reasonably priced shoes of quality and utility for families.

History
ONEZONE’s principal business is FOOTPARK, a specialty shoe retailing chain with a total of 330 stores throughout Japan. FOOTPARK stores stock an extensive range of footwear basics that emphasize performance and comfort but also feature fashionable touches.

ONEZONE became a wholly owned subsidiary of FAST RETAILING in March 2005. With the Group’s full support, ONEZONE has moved forward since then with a reform program that encompasses everything from product planning and store strategies to operations and management systems.

Products
ONEZONE has chiefly sold shoes procured from footwear manufacturers, but from spring 2007 it began to increase the number of original footwear products made from selected materials and designs. Among them, women’s flats and boots have become best-sellers at FOOTPARK stores as they appeal to women seeking comfortable footwear made from quality materials that come in up-to-date designs and colors. Another commercial success for FOOTPARK is a line of comfortable sport shoes it developed with uppers that repel water and inner linings made from a new moisture-wicking fabric called “Air Breath.” ONEZONE seeks to offer new value in shoes going forward as its product development efforts add to its series of original footwear.

Growth Strategy
With consumers shifting their shopping to large new commercial hubs, ONEZONE has started a reassessment of its network of roadside stores situated outside of major shopping districts. ONEZONE aims to improve the locations of its FOOTPARK stores by taking such steps as opening stores together with the FAST RETAILING Group. The FOOTPARK Kichijoji Sunroad Store, on a busy street in Tokyo opened in October 2007, has reported a robust sales performance. In product development, ONEZONE will step up efforts aimed at increasing its collection of original products.
Nationwide retailer specializing in women’s footwear
The [vju:] store appeals to women from teens to those in their 30s and 40s with affordable prices; the COO ICI store targets women in their early 20s with an extensive selection.

History
Founded in 1961, VIEWCOMPANY listed on JASDAQ (stock code: 3033) in April 2006, and in October of the same year formed an operating and capital alliance with the FAST RETAILING Group to strengthen its store operations and enhance its development of private-label products. The mainstay brand [vju:] stores chiefly stock an assortment of shoes targeting women in their teens through to their 30s and 40s. VIEWCOMPANY’s nationwide network of 103 stores includes COO ICI stores, which are premised on the concept of creating a special place suited to whatever scenes women envision, and SHOES WORLD stores, which carry a broad array of footwear for families.

Products
VIEWCOMPANY stores are popular among a broad range of consumers thanks to their line of fashionable products at reasonable prices and the personalized service provided by store staff. In the fiscal year ended February 2007, natural brown leather strap Bandar Pumps, which are open and breathable like sandals but dressy enough for the workplace, sold especially well among women in their 20s and boosted sales. Likewise, Resort Sandals were well received by women in the 20s, 30s, and 40s, and contributed to sales. Of our offerings for the autumn/winter 2008 season, our ankle-high booties can be worn with miniskirts, jeans, and colorful tights, and have become a top seller. Another popular item is our Jockey Boots, which allow wearers to tuck their jeans snugly into the boot opening.

Growth Strategy
VIEWCOMPANY is working to improve its management efficiency by standardizing store operations, with the aim of building a resilient corporate structure in the face of mounting competition. Our aims are to provide customers with a friendly environment through the renovation of existing stores and increase the ratio of original products matching consumer needs through the use of market information from FAST RETAILING Group companies. We consider the fiscal year ending February 2008 to be the year of our “second founding,” and in that spirit we are pressing ahead with business reform measures aimed at putting us on a new growth path.