Our mission in Global Brand operations is to use the financial resources and business base of FAST RETAILING to nurture new global brands based on good concepts. Brands with global potential that we are developing in Europe, Asia, and the United States include COMPTOIR DES COTONNIERS, which offers a superb lineup of French casual wear, and lingerie brand PRINCESSE TAM.TAM.
COMPTOIR DES COTONNIERS

Créations Nelson S.A.S.
http://www.comptoirdescotonniers.com/

Chic French Brand COMPTOIR DES COTONNIERS Ready to Go Global

COMPTOIR DES COTONNIERS is the French women’s brand whose creative style and mother-and-daughter campaigns have won over a large public. Each season, real duos from around the world embody the collection image.

History
The saga began in 1995 with the opening of two boutiques in Paris and Toulouse. The brand developed its concept when the founder realized, dressing the shop window, that mothers and daughters often go shopping to spend enjoyable time together. When COMPTOIR DES COTONNIERS presented its image, embodied by real mothers and daughters, the concept quickly won a large following.


The developer of the COMPTOIR DES COTONNIERS brand, Créations Nelson, became a consolidated subsidiary of FAST RETAILING in May 2005.

Products
The collections reflect the image of the brand—authenticity, naturalness, and femininity. The clothes are designed so that the most sophisticated trends are reinterpreted to be constantly flattering. Its preoccupation with detail and the desire to be different have also led the brand to develop exclusive prints and fabrics.

Since 2004, COMPTOIR DES COTONNIERS has increased its offerings with not only a children’s collection but also a lingerie line and accessories. Moreover, it offers a selection of Fair Trade products, such as trainers by Veja—a Brazilian brand made of 100% natural materials by a cooperative of small producers.

Casting sessions are organized in every country where the brand is present, and are featured on the website:
http://www.mothers-and-daughters.eu/

Growth Strategy
With retail sales amounting to ¥26 billion, COMPTOIR DES COTONNIERS’s growth is due to both the increase in scope, or international development, and the strong performance of its existing network. While optimizing the French network of 226 shops, the brand is being developed in other European countries and in Asia with 96 and 34 points of sale (as of August 31, 2008), respectively. Since the first boutique opened in Tokyo in February 2006, 25 points of sale have been opened in Japan. Today, the COMPTOIR DES COTONNIERS product lines also include children’s clothes, lingerie, and accessories.
PRINCESSE TAM.TAM to Offer Women Lingerie with Dreams, Spirit, and Freedom

Stylish and innovative, the French-born lifestyle brand PRINCESSE TAM.TAM cares less for the rules of the lingerie market than for fashion and creativity. Making a statement in support of free femininity, this affordable luxury brand aims for the world market.

History
Twenty-three years ago in France, lingerie was either “functional” or “sexy,” mostly in knitted fabrics. Madagascar born and raised, with bright colors and the perfume of the southern island still in mind, Loumia and Shama Hiridjee surprised Parisians with their colorful, printed bras in woven fabrics.

In 1985, PRINCESSE TAM.TAM presented its first collection in a prêt-a-porter show. Immediate orders from major department stores followed. In 1987, PRINCESSE TAM.TAM opened its first shop in Montparnasse. In the 1990s, the brand launched lines of home wear and swimsuits.

The developer of the PRINCESSE TAM.TAM brand, PETIT VEHICULE, became a FAST RETAILING subsidiary in February 2005.

Products
PRINCESSE TAM.TAM has diversified its products into three coordinated lines of lingerie, home wear, and swimwear. Innovations involve all aspects of the product—light-as-air fabrics, patterns, colors, unexpected prints, and delicious details. PRINCESSE TAM.TAM designs all its collections in-house.

While innovative and fashion-conscious, the products also reflect the artisanship of lingerie manufacturers in France. The collections ensure optimum shape in the purest silk, lace, and cotton. Fabrics and supplies are selected from well-known European manufacturers with production bases in the Mediterranean region, the Indian Ocean region, and Asian countries.

Growth Strategy
PRINCESSE TAM.TAM has its own network of 150 directly-operated shops, mainly in France, as of the end of August 2008. The products are being sold through major department stores, such as Galeries Lafayette and Printemps. Outside France, the brand has built a presence in 45 countries through a combination of 1,500 distributors, including such department stores as Harrods, Selfridges, La Rinascente, and Neiman Marcus, and an international network is expanding in Europe, Russia, the Middle East, and the Indian Ocean region.
Born in New York and Adorning the Life Scenes of Today’s Woman

Theory is a brand that began life in New York and offers a style springing from the concept of “new basic,” which features second-to-none comfort and a sophisticated look, with a touch of the trendy.

History
The Theory brand moved into the ranks of global brands almost immediately after its inception in New York in 1997. Theory became widely known in Japan in 1999 when Andrew Rosen, Theory’s founder, and his longtime friend Ricky C. Sasaki, now the CEO of LINK THEORY HOLDINGS CO.,LTD. (LTH), introduced the brand to the Japanese market. In 2003, LTH acquired U.S.-based Theory LLC., which held the brand’s licenses. This acquisition opened the way for LTH to establish a global business franchise for the Theory brand. LTH’s sales in Japan exceed ¥20 billion, and its sales in the United States amount to the equivalent of nearly ¥30 billion. Going forward, it plans to expand its business in Europe and other parts of Asia, including China. FAST RETAILING acquired its equity stake in January 2004.

Products
All Theory brand items are crafted of high-quality, Italian stretch fabrics that are exceptionally easy to wear, create a flattering fit, and offer a perfectly designed, beautiful silhouette, and thus respond to the sometimes conflicting needs of contemporary women. While being simple and basic, the Theory line has won the acclaim and support principally of working women because of its urban, trendy styling and the opportunities it offers for self-expression through coordinates that answer to individual tastes. Looking ahead, the line will focus on items that go back to Theory’s roots and continue to appeal to the hearts of the many women who love the uniquely exquisite finish of Theory brand items.

Growth Strategy
Already a leading brand in the contemporary market in Japan and the United States, Theory is working to strengthen its foundation in Europe. LTH opened a directly-managed store in Paris in 2007 and followed this with another directly-managed store in London in 2008. The aim is to attain sustainable growth by improving profitability in the United States and the Japanese market and accelerating the growth of LTH’s operations in Europe and the rest of Asia outside Japan, especially China. In addition, LTH is developing other brands, such as Helmut Lang, as follow-ups to Theory, with the objective of further strengthening its position as a Group company that is a leading player in the contemporary market.