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<http://www.gu-japan.com/>

UNIQLO SHOES

<http://www.uniqlo.com/shoes/>

CANDISH

<http://www.candish.jp/>

GOV RETAILING CO., LTD.

## GOV's ¥990 Jeans Attracted Strong Attention: Paving the Way for a New Business Model for Low-Priced Clothing and Footwear

### Brand Introduction

In September 2008, GOV RETAILING CO., LTD., was established by integrating three companies: G.U. CO., LTD. (developer of the apparel brand g.u.), ONEZONE CORPORATION (operator of the FOOT PARK footwear chain) and VIEWCOMPANY CO., LTD. (operator of the VIEW footwear chain). Functions common to the three companies have been integrated to increase operating efficiency. GOV RETAILING's objectives are to offer new low-priced clothing and establish a new type of footwear business in Japan. GOV RETAILING is applying UNIQLO's SPA (Specialty store retailer of Private label Apparel) business model, which fully integrates planning, design, production, inventory control, production adjustments and store operations. As of fiscal 2009 year-end, the G.U. business had 72 stores and the footwear business 279 stores.

### Growth Strategy

G.U.'s sales have continued to expand explosively since the March 2009 launch of jeans priced at only ¥990. Sales have continued to increase, supported by the introduction of new lines such as ¥490 T-shirts and fleece tops. As a result, G.U. generated a profit in fiscal 2009. G.U. aims to open 50 new stores in fiscal 2010 and, in the medium term, plans to generate ¥50 billion in sales with 200 stores by fiscal 2013.

In footwear operations, under a business restructuring program, a large number of FOOTPARK stores in roadside locations are being closed. The biggest recent development was the September 2009 launch of the UNIQLO SHOES brand. Plans call for strengthening product development for this core footwear brand. By the end of fiscal 2010, we intend to trim our footwear business to just under 100 stores, but profitability is expected to improve.





その違いを、ほく。



ZAZIE

<http://www.zazie-net.com/>

enraciné

<http://www.enracine.jp/>

CABIN CO., LTD. <http://www.cabin.co.jp/>

## A New Women's Apparel Lineup, Uniting Fashion with Reasonably Priced Clothing

### Brand Introduction

Established in 1971, CABIN pioneered the SPA (Specialty store retailer of Private label Apparel) approach in the women's apparel business in Japan and grew rapidly in the 1970s. CABIN became a wholly owned subsidiary of FAST RETAILING following a takeover bid in fiscal 2006.

CABIN has two brands, ZAZIE, which offers a combination of refined sophistication and high fashion, and enraciné, which incorporates seasonal fashion trends into natural-looking, comfortable apparel. As a fashion-conscious but reasonably priced brand, CABIN is targeting and working to appeal to a wide range of customer segments. As of the end of fiscal 2009, CABIN's store network included 205 stores, located mainly in shopping malls and fashion boutique buildings.

### Growth Strategy

After starting out with multiple brands, CABIN is now almost exclusively focused on two brands, ZAZIE and enraciné. CABIN will concentrate on raising brand awareness of these two brands. In October 2009, ZAZIE and enraciné opened shops on the third floor of UNIQLO's newly renovated Ginza store. This high-profile display in Ginza, Tokyo's premier fashion district, has given both brands a boost, and they are becoming known among a wider range of customers.

To enhance performance, CABIN is now working to perfect its SPA business model and offer clothing that is fashionable but attractively priced. In fall 2008, to further strengthen price competitiveness, CABIN has begun to share materials and production infrastructure with UNIQLO. Also, beginning in fall 2009, CABIN began to increase its number of designers and pattern makers to enhance its product-design capabilities.

