Global Brands

g.u.
Theory
Comptoir des Cotonniers
Princesse tam.tam

theory
PLST
HELmut lang

comptoir des cotonniers

Princesse tam.tam
PARIS
g.u.’s Fun Fashion and Fabulously Low Prices Fuel Growth

Rapid Japan Expansion for Fast Fashion Brand g.u.

In March 2012, we opened the g.u. flagship store on Ginza’s main shopping street, home to many of the world’s top fashion brands. From the outset, this store attracted large numbers of customers, many of whom were stylish people sensitive to trends in the fashion industry. The g.u. brand’s reputation got an instant boost from being seen next to international fast fashion labels such as H&M, FOREVER 21 and ZARA. The popularity of the Ginza flagship store proved infectious, boosting performance at other g.u. stores around Japan.

The g.u. brand captured the attention of consumers with a stream of new lines sold at half the price of similar items at UNIQLO, including 990 yen jeans, 990 yen polo shirts, 490 yen T-shirts and 490 yen fleece tops. Then, during the 2012 spring/summer season, g.u. attracted young, female customers with 990 yen loose pants and 990 yen maxi dresses, trendsetting garments that have turned into hit products.

The strength of the g.u. brand lies in its ability to provide the latest fun fashion at fabulously low prices. Fast-fashion retail chains are rare in Japan, and so we expect the g.u. business to continue to expand rapidly.

Our fall 2012 advertising campaign featured the unique, highly popular young model and recording artist Kyary Pamyu Pamyu. As the g.u. brand model, she appeared in TV commercials singing the original g.u. advertising song Fashion Monsters. These commercials were so popular that the song made it on to the Japanese singles charts.

In fiscal 2013, g.u. plans to open an impressive 60 new stores, many of them in prominent regional roadside locations. We have also begun planning an expansion of the g.u. brand outside Japan.
Theory Achieves Record Profits in Fiscal 2012

Designer Olivier Theyskens has been the artistic director for Theory since the 2011 fall/winter collection. Theysens first made a name for himself at Paris Fashion Week and has subsequently won many awards for his work. As a designer in the global fashion spotlight, Theyskens has successfully maintained the essence of Theory, while further heightening the brand’s appeal by injecting a fresh sense of luxury.

In Japan, the Theory and Theory Luxe brands have been selling well in department stores. The PLST women’s fashion and accessories label is positioned between the Theory and UNIQLO brands in Japan. In fiscal 2012, the PLST brand, now increasingly popular with young women, generated higher sales than ever before and made a contribution to profits within Fast Retailing. PLST boasted 43 stores in Japan at the end of August 2012.

In the United States, the “theyskens’ theory” capsule collection and the newly invigorated Theory brand have both proved extremely popular. The HELMUT LANG label is also selling well.

In Europe, we opened the flagship Theory Paris Store in September 2012 on Rue Saint-Honoré, the city’s most prominent fashion street. With its modern, stylish appeal, Rue Saint-Honoré is home to a host of venerable brands as well as the “brick and click” select shop Colette. All the stores on the street showcase the very latest retail innovations, and the Theory brand has clearly been equal to the task, attracting considerable customer interest.

Thanks to this favorable expansion, the Theory operation achieved a record operating income in fiscal 2012. Next, we will be looking to expand the Theory brand even further, not only in the United States and Japan, but also in Europe and Asia. Our ultimate aim is to develop Theory into a 100 billion yen (approximately U.S. $1.3 billion) business in terms of sales by extending the brand’s reach across Europe and Asia.
The Comptoir des Cotonniers (CDC) women’s fashion brand emerged from boutiques that opened in 1995 in Paris, and in Toulouse in the south of France. CDC, a uniquely inspired brand known for its quality fabrics and sharp silhouettes, designs timeless collections full of French spirit for the modern woman.

CDC’s “Madame, Mademoiselle, etc.” campaign for 2012 fall/winter centered on promoting fun fashion by drawing out the different facets of an individual woman’s personality, and creating fashions and styles that perfectly complement a woman’s changing tastes and moods.

CDC became a consolidated subsidiary of Fast Retailing in fiscal 2005. At the end of fiscal 2012, the brand had 383 stores: 229 in France, 105 in other parts of Europe, 42 in Japan and seven in the United States.
Princesse tam.tam (PTT) is a French corsetry, lounge wear and swimwear brand. After winning acclaim in 1985 for lingerie that featured original prints and bright colors, the sisters Loumia and Sharma Hiridjee opened their first store in the Montparnasse area of Paris in 1987. The brand concept of “lingerie that presents women as they are” continues to appeal. PTT customers are very often repeat customers.

Benefitting from the craftsmanship of France’s corsetry industry, all PTT garments are made from the finest silks and cottons and crafted down to the smallest detail. PTT continues to develop its three lines: corsetry, lounge wear, and swimwear.

PTT joined the Fast Retailing Group in fiscal 2006. At the end of August 2012, the brand boasted a network of 1,000 stores spanning 40 countries, anchored by a strong presence in leading department stores and boutiques in France such as Galeries Lafayette and Printemps. In November 2012, the first store in Japan opened inside Printemps Ginza.