# Global Brands

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Global Celebrities Love
This Premium Denim Label from L.A.

J Brand is a Los Angeles-based contemporary fashion brand that specializes in denim. J Brand Holdings was founded in 2005 by Jeff Rudes, who is currently Chief Executive Officer of J Brand and Group Senior Vice President of Fast Retailing Co., Ltd. His 30 years of experience in the industry helped the company develop a variety of unique denim fabrics, and today J Brand is recognized for its sophisticated product design, beautiful silhouettes and perfect fit. In particular, J Brand’s premium denim ranges for women are highly regarded by actresses, models and stylists in the United States. J Brand began selling casualwear to complement its denim ranges in fall 2012.

In December 2012, J Brand became a subsidiary of Fast Retailing. J Brand opened its first store in Japan in Osaka’s highly popular Hankyu Umeda department store on October 9, 2013. J Brand products are currently sold in over 2,000 specialty boutiques and luxury retailers, mainly in the United States. We plan to actively expand and develop the brand’s presence in Japan, other parts of Asia and Europe going forward.
GU’s is able to develop fashionable apparel at amazingly low prices—this was something entirely new for the Japanese market. Harnessing UNIQLO’s SPA (Specialty store retailer of Private label Apparel) business model, GU is a full-fledged apparel-making business, from product planning through design and manufacture, inventory control and production adjustment, all the way to store operation.

In September 2013, the opening of our first GU global flagship store outside of Japan in Shanghai sparked much conversation, and helped increase the visibility of the GU brand.

In fiscal 2013, the number of GU stores expanded to 214 (including the flagship stores in Shinsaibashi in Osaka, and in the Ikebukuro and Ginza areas of Tokyo), while sales expanded to 83.7 billion yen and operating income to 7.6 billion yen. In fiscal 2014, we aim to open 70 GU stores and achieve sales of over 100 billion yen.
Fun Fashion and Fabulously Low Prices Fuel GU’s Rapid Expansion

The GU Brand Takes its First Successful Steps Outside of Japan

The first GU store outside of Japan opened on September 30, 2013, in the basement of the new UNIQLO Shanghai global flagship store. The store is linked directly to the subway station servicing Shanghai’s Huaihai shopping street, which attracts large numbers of customers. These customers can enjoy the GU concept of “more freedom with fashion” to their hearts’ content, with the latest ranges displayed over 1,000 square meters. Shanghai customers also love GU’s in-store stylists, who offer guidance on the best fashion coordination and looks for the season.

In just seven short years, GU has progressed from its initial launch in Japan to global expansion. The typical pattern when expanding an apparel brand in Asia is to open stores in Hong Kong and then in mainland China. However, we wanted to lend a sense of speed to GU’s global development, so we opened the first global GU store in Shanghai.

In contrast to European and U.S. fast fashion brands such as H&M and Forever 21, GU has the chance to earn popularity in Asia with its kawaii Japanese image (kawaii roughly translates as cute). The GU brand is known for its understated designs, cleverly balanced fashion sense and attention to adorable detail.
Founded in New York City in 1997 by a number of entrepreneurs including Andrew Rosen, Theory is a brand that appeals to the modern woman. The Theory concept is to create basic, fashionable clothes to suit a contemporary lifestyle. The stretch fabric used in Theory clothes fits well and creates a beautiful silhouette. In addition to the Theory brand, Link Theory Japan Co., Ltd. also boasts labels such as Theory luxe, Theory men, HELMUT LANG and PLST.

In 1999, Theory was introduced into Japan by the late Ricky C. Sasaki (former President and CEO of Link Theory Japan), a close associate of Andrew Rosen, who is now a Fast Retailing Group Senior Vice President. Winning the hearts of Japanese working women, Theory expanded swiftly.

Fast Retailing first invested in Link Theory Japan in January 2004, subsequently making it a fully owned subsidiary in March 2009. In fiscal 2013, the company generated combined sales of about 70 billion yen from 411 stores located primarily in Japan and the United States.

Business Overview
A Leading Contemporary Brand Driving Advances in Fashion

Theory: Thriving on Passion and DNA

The Theory brand appeals to the contemporary, sophisticated urban consumer. The brand’s passion and DNA, which have been the wellspring of the label’s vitality since its launch in 1997, make Theory products stand out. As artistic director since the 2011 fall/winter collection, the renowned designer Olivier Theyskens has helped Theory evolve into an even more captivating brand. Building on its continued success in the United States and Japan, Theory has expanded its network in Europe and Asia as it carves out a powerful position in the global fashion industry.

In Japan, the Theory and Theory luxe brands have been selling well in department stores. The 2013 fall/winter collection showed the brand returning to its roots with a dark-shade, classic collection featuring mannish, sharp designs. In the United States, the Theyskens’ Theory collections are extremely popular.

The 2013 fall/winter collection featured “sophisticated girl” designs in monotone fabrics and meticulous attention to detail.

HELMUT LANG, another Theory brand, staked its claim as a pioneer of minimalist clothing with the opening of its flagship store in New York’s SoHo in fall 2013. HELMUT LANG has quietly grown in popularity as a brand offering lean, minimalist styles stripped of all ornamental features.

In addition, the Japan-born PLST brand is increasingly chosen by elegant, fashion-conscious consumers. The number of PLST stores expanded to 61 at the end of August 2013.

In fiscal 2013, the growing global presence of its brands helped the Theory business yet again generate record levels of sales and operating income.
The Comptoir des Cotonniers (CDC) women’s fashion brand grew from boutiques that opened in 1995 in Paris and Toulouse. CDC, a uniquely inspired brand known for its quality fabrics and sharp silhouettes, designs timeless collections full of French esprit for the modern woman.

CDC is a fashion label which offers French style and elegance that appeal directly to the modern, active city woman. Naturally, the new CDC collections also reflect the label’s strong focus on and reputation for quality and attention to detail.

We continue to develop the French-based CDC brand as a luxury brand that offers women high-quality, luxury fashion at affordable prices.

CDC became a consolidated subsidiary of Fast Retailing in fiscal 2005. At the end of fiscal 2013, the brand had a total of 375 stores: 226 stores in France, 96 stores elsewhere in Europe, 45 stores in Japan and other parts of Asia, and eight stores in the United States.
Princesse tam.tam (PTT) is a French corsetry, homewear and swimwear brand. After winning acclaim in 1985 for lingerie that featured original prints and bright colors, the sisters Loumia and Shama Hiridjee opened their first store in the Saint Germain area of Paris in 1987. The brand concept of “lingerie made by women for women” resonates strongly and leads to repeat customers.

Benefitting from the expertise of the French corsetry industry, PTT garments are made from the finest lace, silks and cottons and crafted to the smallest detail. PTT won the prestigious Intimates and Swim Design Team Award at the 2013 Worth Global Style Network (WGSN) Global Fashion Awards. WGSN analyzes trends in the fashion industry and recognizes companies for innovation on a global scale.

PTT joined the Fast Retailing Group in fiscal 2006. At the end of August 2013, it boasted a network of over 1,000 outlets spanning 48 countries, anchored by a strong presence in leading department stores and boutiques in France such as Galeries Lafayette and Printemps. The first PTT store in Japan opened in fall 2012 inside Printemps Ginza.