Changing Clothes.
Changing Conventional Wisdom.
Change the World.
Novak Djokovic is the world’s top tennis player. He’s also a UNIQLO Global Brand Ambassador. Driven by a shared desire to make the world a better place, UNIQLO and Djokovic have launched various initiatives under the Clothes for Smiles project to help bring joy to the lives of underprivileged children around the world.
The morning meeting at our UNIQLO Ikebukuro Sunshine 60 Street Store, which opened in March 2014 in one of Japan’s busiest transport terminals. The buzz and excitement at this global hotspot store is attracting a wide range of customers, of all ages.

Helping People Thrive on the Global Stage
In April 2014, the UNIQLO Tauentzien global flagship store, our largest store in Europe, opened in Berlin. Showcasing the vast range of great UNIQLO products in one of Berlin’s most popular shopping areas, this 2,700m² store is greatly boosting UNIQLO’s presence in Europe.

A New Global Company from Japan
A Company that Gives Back to Society
We redistribute quality secondhand UNIQLO and GU clothing to refugees, displaced persons and others around the world, either through our global partnership with the Office of the United Nations High Commissioner for Refugees (UNHCR) or with the help of various NGOs. This picture shows children in the Za'atari refugee camp in Jordan wearing clothes donated through our All-Product Recycling Initiative.