A NEW GLOBAL COMPANY FROM JAPAN
Fast Retailing originated, and first found success, in Japan. Japanese culture and quintessentially Japanese commitments to high quality and impeccable customer service form the core of our corporate spirit. In spring 2015, the New York 5th Avenue global flagship store showcased UNIQLO’s joint collection with Shochiku Kabuki Co., Ltd., a major kabuki film and theater company. The store’s kabuki-themed exterior became the talk of the town.
MORE GLOBAL THAN EVER
In November 2015, just before the 15th anniversary of opening our first international location in London, the number of UNIQLO stores outside Japan surpassed the number within Japan, a historic turning point for our company.
UNIQLO Greater China, which encompasses the geographical area of Mainland China, Hong Kong and Taiwan, grew into a big business in fiscal 2015. Sales surpassed 300 billion yen, accounting for roughly half of all sales in the UNIQLO International segment. Profitability increased markedly and sales expanded. At the end of August 2015, the network had grown to 467 stores (China: 387, Hong Kong: 25, Taiwan: 55). More and more local customers recognize the UNIQLO brand and understand our LifeWear clothing concept, and we are attracting loyal fans across the region. They repeatedly return to our stores because they appreciate the quality we offer and the values we stand for.

We have started opening stores in China’s regional cities. With standards of living rising dramatically there thanks to government urbanization policies and economic development, local consumers want quality products and the latest fashions. This represents a fantastic business opportunity.

We are successfully getting the word out to consumers about our LifeWear concept, and opening approximately 100 stores per year. Our aim is to extend the Greater China network initially to 1,000, and ultimately to 3,000 stores.

UNIQLO’s e-commerce business is growing steadily in Greater China. If the physical stores are dots on a graph, e-commerce is the lines linking those dots, boosting brand awareness in the process. We hear consumers saying things like, “It’s great that I can buy UNIQLO products over the internet now.” or, “I tried on the fleece items that people were talking about online.” E-commerce is helping to expand our fan base, and we plan to maintain strong growth by maximizing both our physical stores and e-commerce opportunities.

We are extremely proud of Fast Retailing’s integrity, its thoughtful treatment of customers and its quintessentially Japanese corporate spirit, with a strong focus on quality. I want to ensure all employees embrace these fine qualities so we can fulfill the needs and expectations of our customers.
In October 2015, we opened a UNIQLO store in the Faneuil Hall Marketplace, one of the most popular tourist spots in the East Coast city of Boston. The Faneuil Hall Store spans the first two floors of a historic building dating back to 1743. Customers can enjoy a vast array of UNIQLO items displayed in a long, thin, brick-lined 1,100m² space. Boston and Kyoto are sister cities, so we set up a special Japanese culture corner within the store. A lot of Bostonians have an affinity for Japan, and the new store has enjoyed a great reception.

True to its “Global is Local. Local is Global” slogan, UNIQLO USA is keen to foster strong links with the Boston metro community, and has teamed up with the Red Sox, Boston’s pro baseball team, to sponsor the Red Sox Scholars program.
UNIQLO USA also opened its first store in the Midwest in mid-October, in Chicago. This flagship store’s 4,100m² sales space spans three floors and is located on the city’s premier fashion boulevard, North Michigan Avenue, famous for its broad sidewalks teeming with eager shoppers and beautiful holiday lights displays. The section of the avenue known as the Magnificent Mile, where our store is located, is one of the world’s grandest streets. The UNIQLO Chicago North Michigan Avenue Store is one of UNIQLO’s five largest stores worldwide and houses a Starbucks® outlet so customers can enjoy a coffee as they shop.

The new iconic Faneuil Hall and Chicago North Michigan Avenue stores, located in prime metropolitan areas, are designed to place the UNIQLO brand firmly on consumers’ radars. Going forward, we will be looking to expand UNIQLO’s reach in the vast US market by boosting brand awareness, and by maximizing both our physical store presence and the digital communication which drives our growing e-commerce business.