





GU



Latest Trends, Now for Everyone

GU (pronounced “jee-you,” and a play on the Japanese word for “freedom”) has grown strongly by developing trendy clothes under the concept “more freedom with fashion.” In 2015 Spring Summer, GU’s gaucho pants were such a big hit that people in Japan instinctively associated the word gaucho with GU. The label is great at capturing nascent fashion trends, and has the planning and design power to instantly transform those trends into attractive garments. GU has also become better at ordering additional production when necessary. Many customers say they come to GU because our items are trendy and up to the minute.

The hardest thing about chasing trends is knowing which age group to plan and design for. To suit its broad target-customer base, GU uses its unique talent for understated designs and timely fashion to make fun but practical items that anyone can wear. GU’s *kawaii* (cute) Japanese image helps set it apart from European and U.S. fast fashion brands.

The number of GU stores in Japan rose to 314 at the end of August 2015, but there is still plenty of scope to open more stores, and expand our ranges for women, men and kids. Our stores in Shanghai and Taiwan are now sufficiently established for us to look at accelerating the opening of stores across the Greater China region. We also intend to look at opening stores in Southeast Asia. For GU, this is only the beginning.



President and
CEO, GU

Osamu Yunoki

Theory

Theory **P L S T** HELMUT LANG

A Contemporary Brand Leading Advances in Fashion



Launched in New York in 1997, the Theory fashion brand is popular with contemporary women. Lisa Kulson, formerly a designer at Theory, has successfully boosted the brand's appeal since returning as creative director in 2014. She has developed collections that showcase Theory's superior incorporation of the latest trends into silhouette-enhancing designs. Other Theory brands include HELMUT LANG and the Japan-born PLST brand. At the end of August 2015, Theory boasted a total of 504 stores and sales of approximately ¥80 billion.



J Brand

J BRAND

The Premium Denim Label Celebrities Love

J Brand is a Los Angeles-based contemporary fashion brand that specializes in denim. Founded in 2005, J Brand clothing is recognized for its high-quality denim fabrics, sophisticated product design, beautiful silhouettes and perfect fit. The premium denim ranges for women in particular are considered among the best in the world, beloved by many actresses, models and other celebrities. J Brand is sold in more than 2,000 leading department stores and specialty boutiques in over 20 countries, with a large presence in the United States.



Comptoir des Cotonniers

COMPTOIR DES
COTONNIERS

Style Full of French Esprit

Originating in Paris in 1995, the Comptoir des Cotonniers (CDC) women's fashion brand is known for its quality fabrics, sharp silhouettes, and timeless, elegant collections full of French esprit that appeal to the modern city woman. This high-quality yet affordable luxury brand is only growing in popularity. At the end of August 2015, CDC had a total of 368 stores worldwide, with a large presence in France.



Princesse tam.tam

PRINCESSE tam•tam
PARIS

Creative French Elegance Wins Repeat Customers

Princesse tam.tam (PTT) is a French brand offering corsetry, homewear, swimwear and sportswear. After winning acclaim for lingerie that featured original prints and bright colors, the sisters Loumia and Shama Hiridjee opened their first store in Paris in 1987. The brand concept of "lingerie made by women for women" resonates strongly with its loyal repeat customers. Benefitting from the craft skills of France's corsetry industry, PTT garments are made from the finest lace, silks and cottons and crafted to the smallest detail. PTT items are sold in leading European department stores and boutiques, as well as other stores worldwide.