

GLOBAL BRANDS



GU



Sights Set on ¥1 Trillion Annual Sales

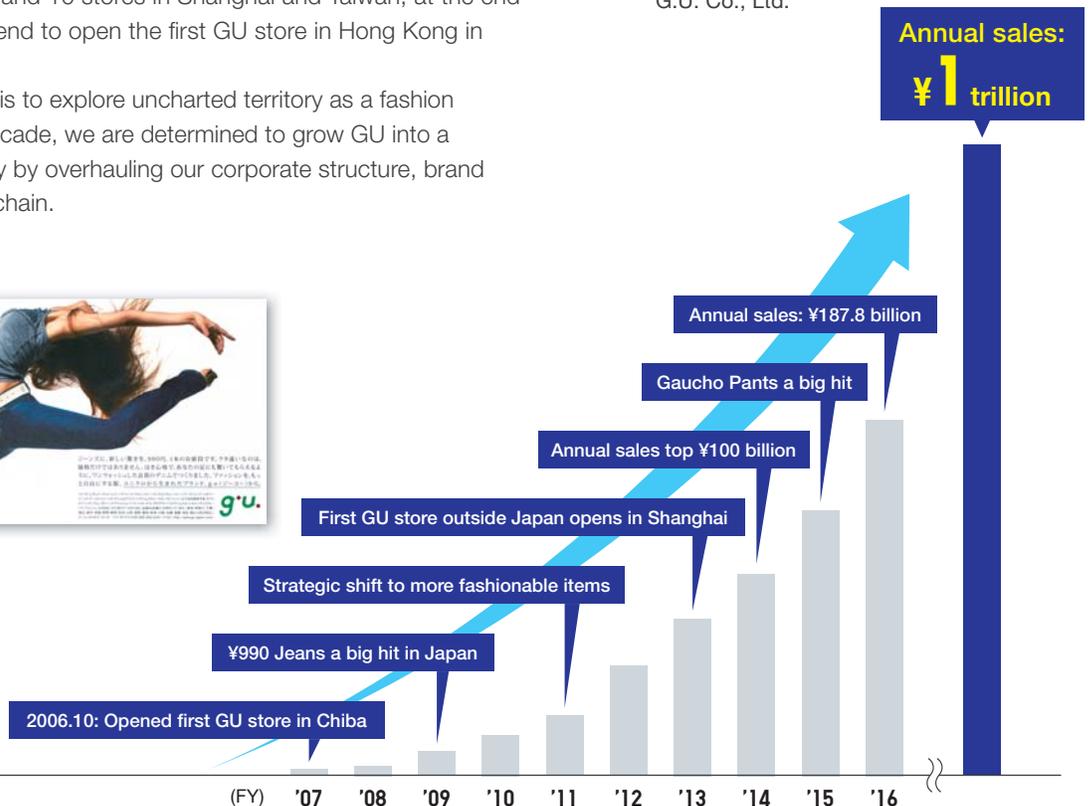
In October 2006, GU opened its first store, in Chiba, Japan. While that store attracted a great deal of interest at its launch, the next two years were touch and go. GU got a big break in March 2009 with the launch of its hugely popular ¥990 Jeans. Customers were lining up outside stores at opening time.

Once the ¥990 Jeans boom died down, the going got tough once again—customers viewed GU as simply a cheaper version of UNIQLO. I became CEO in 2010, and in 2011 we opened the GU flagship store in Ikebukuro. I declared that “GU would do what UNIQLO couldn’t.” We shifted our focus from being a low-cost brand to being a fashion-oriented one. There was untapped demand for fast fashion in Japan and few established players. In spring 2015, GU’s new Gauchu Pants became an instant hit and today, we offer a steady stream of new fashion items. New store development is also proceeding smoothly. We boasted a network of 340 stores in Japan, and 10 stores in Shanghai and Taiwan, at the end of August 2016. We intend to open the first GU store in Hong Kong in spring 2017.

GU’s overriding aim is to explore uncharted territory as a fashion brand. Over the next decade, we are determined to grow GU into a one-trillion yen company by overhauling our corporate structure, brand positioning and supply chain.



Osamu Yunoki
Chief Executive Officer
G.U. Co., Ltd.



Theory

Theory P L S T

HELMUT LANG

Shaping Contemporary Fashion

Launched in New York in 1997, Theory is popular with contemporary women. Theory collections showcase the brand's exquisite incorporation of the latest trends into elegant, silhouette-enhancing designs. Other brands under Theory include HELMUT LANG and the Japan-born PLST. At the end of August 2016, Theory boasted a total of 530 stores and sales of approximately ¥90 billion.



The Premium Denim Label from L.A.

J Brand is a Los Angeles-based contemporary fashion brand that specializes in denim. Many actresses and celebrities love J Brand clothing, which is recognized for its high-quality denim fabrics, sophisticated product design, beautiful silhouettes and perfect fit. J Brand is sold in specialty boutiques and department stores in roughly 20 countries, with a large presence in the United States.

J Brand

J BRAND

Comptoir des Cotonniers

COMPTOIR DES
COTONNIERS

Fashion, Flair and French Esprit

Originating in Paris, 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, with its chic city feel, is becoming increasingly popular. At the end of August 2016, CDC had a total of 348 stores worldwide, with a large presence in France.



Creative French Elegance Wins Loyal Customers

Princesse tam.tam (PTT) is a French brand offering lingerie, loungewear, swimwear and sportswear. PTT's original prints and bright colors, along with its brand concept of "lingerie made by women for women," encourage loyal customers. Benefitting from the skills of France's corsetry industry, PTT garments are crafted to the smallest detail. They are sold in leading European department stores and boutiques, and an increasing number of stores worldwide.

Princesse tam.tam

PRINCESSE tam • tam
PARIS

