

GLOBAL BRANDS



OSAMU YUNOKI

Chief Executive Officer
G.U. CO., LTD.

GU

More Freedom with Fashion

In keeping with its brand concept of “more freedom with fashion,” GU is working hard to improve performance by reforming its supply chain, increasing the number of products it offers, digitalizing stores to make customer service better and growing its international brand presence.

GU increased its product ranges to maximize customer enjoyment, and popular products ended up flying off the shelves. In response to strong demand, we ordered additional production and created new on-trend designs mid-season. We increased the number of mannequins and dressed them in appealing outfits to showcase the latest fashion themes.

We drew on cutting-edge technology to pilot a “digital fashion store” at GU in Yokohama Northport Mall in September 2017. The store’s new smart cart shopping experience was an instant hit. Each style-smart cart is equipped with a monitor that can display images and information about 1,000 GU outfit combinations. The digital fashion store also features special beacons designed to enhance the shopping experience. When a customer approaches one, the monitor on the cart will display shopping recommendations. Additionally, the style-smart cart shows customer reviews and information on the colors and sizes in stock at the store. If an item is out of stock in-store but available online, it can be delivered to the customer’s home. Customers can also use self-service cash registers for speedy payment. GU is looking into

additional digital services that make in-store shopping more fun.

GU had 358 stores in Japan at the end of August 2017. We will continue expanding the GU Japan network and will increase the number of GU International stores from 14 to 50 in the near future. The GU store opened in Hong Kong in spring 2017 has performed especially well and performance is also picking up in Mainland China and Taiwan. We are determined to revolutionize operations and transform GU into a unique fast moving brand from Japan with targeted sales of ¥1 trillion.



Style-smart carts introduced at the Yokohama Northport Mall store

Theory

Theory **P L S T**

HELMUT LANG

Elegant Contemporary Fashion

Launched in New York in 1997, Theory is a leader in contemporary fashion that offers elegant style to modern women and men. The brand's acclaimed comfort stems from its perfectly fitting designs and superior materials. Other brands under Theory include HELMUT LANG and PLST, which originated in Japan. At the end of August 2017, Theory had 538 stores and sales of approximately ¥100 billion.



J Brand

J BRAND

The Innovative Premium Denim Label from L.A.

J Brand is a Los Angeles-based fashion brand that specializes in premium denim. J Brand products are recognized for their high-quality fabrics, beautiful silhouettes and perfect fit. J Brand is sold in well-known department stores and specialty boutiques in over 20 countries, with a large presence in the United States. UNIQLO is using J Brand technology to develop new denim fabrics in its Jeans Innovation Center.





Comptoir des Cotonniers

COMPTOIR DES
COTONNIERS

Refined, Timeless Fashion with French Esprit

Founded in 1995 with boutiques in Paris and Toulouse, the Comptoir des Cotonniers (CDC) women's fashion brand offers timeless collections full of French esprit that appeal to the modern city woman. A high-quality yet affordable luxury brand, CDC's naturally elegant clothing features quality fabrics and sharp silhouettes and is perfect for any occasion. At the end of August 2017, CDC had a total of 333 stores worldwide, with a large presence in France.

Princesse tam.tam

PRINCESSE tam • tam
PARIS

A Graceful French Brand that Values Individuality

Princesse tam.tam (PTT) is a French brand that offers lingerie, loungewear, swimwear and sportswear featuring original prints and bright colors. Its brand concept of "lingerie made by women for women" has resonated with customers everywhere. Benefiting from the skills of France's corsetry industry, PTT garments are finely crafted to the smallest detail. PTT items are sold in leading European department stores and boutiques, and an increasing number of stores worldwide.

