

# GLOBAL BRANDS



## Theory

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Theory **P L S T**

HELMUT LANG

**Elegant,  
Contemporary  
Fashion Wins Hearts**

Launched in New York in 1997, Theory is a leader in contemporary fashion that offers elegant style for the modern consumer. The brand's acclaimed comfort stems from its perfectly fitting designs and superior materials. The PLST label, which originated in Japan under the Theory umbrella, is also winning strong support as a fashionable, reasonably priced brand. At the end of August 2018, Theory boasted 537 stores (including 87 PLST stores) and sales of ¥110 billion.

## J Brand

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# J BRAND

## Innovative Premium Denim from L.A.

J Brand is a Los Angeles-based fashion label specializing in premium denim. It is recognized for its high-quality fabrics, beautiful silhouettes, and perfect fit. J Brand products are sold in well-known department stores and specialty boutiques in over 20 countries, with a large presence in the United States. UNIQLO and other brands are building upon J Brand technology to create revolutionary products at the Fast Retailing Jeans Innovation Center.

## Princesse tam.tam

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# PRINCESSE tam•tam PARIS

## A Graceful French Brand that Celebrates You

Princesse tam.tam (PTT) is a French brand renowned for original prints and bright colors. Benefiting from the skills of France's corsetry industry, PTT garments are finely crafted to the smallest detail. The PTT brand concept of "lingerie that lets your own personality shine through" resonates with customers everywhere. PTT items are sold in leading European department stores and boutiques, as well as in an increasing number of shops worldwide.

## Comptoir des Cotonniers

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COMPTOIR DES  
COTONNIERS

## Refined, Natural Fashion Full of French Esprit

Founded in 1995 with boutiques in Paris and Toulouse, the Comptoir des Cotonniers (CDC) women's fashion brand offers timeless but relaxed 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 2018, CDC had a total of 320 stores worldwide, with a large presence in France.

