The Ariake Project steers the creation of LifeWear.

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To continue creating great LifeWear, the Ariake Project pursues reforms designed to turn information into products by understanding exactly what customers want and promptly creating and delivering those desired products. We use AI technology to analyze huge volumes of information containing customer preferences and insights collected worldwide by store employees, which helps us develop revolutionary new products and improve existing items. We have also started using this analysis to formulate more accurate demand predictions. Through the Ariake Project, our ultimate aim is to make Fast Retailing one of the world’s most important companies in the eyes of our customers.
LifeWear

Front-end Reform
Stores and E-commerce
The creation of LifeWear starts with an understanding of what customers really need in their everyday lives. Central to that endeavor are our stores and e-commerce operations, because they interact with customers daily. We collect customer insights from physical stores and e-commerce interactions worldwide, and these are sent in real time to head-office departments. They are the true starting point of product creation, and at the forefront of the Ariake Project.

Value Creation Planning (VCP) Reform
Product Planning, R&D, Marketing, and Creative
VCP is how we use the huge volumes of information collected from stores, e-commerce, and various other global information sources to create products. Our customers lead diverse lives in different parts of the globe. Their circumstances and opinions are always changing. We seek to sense those changes, listen carefully to their thoughts, and create the clothes that they really want to wear. We deliver LifeWear that offers more new value than customers imagined possible, and our marketing strives to convey the thinking and aim behind each product.

Supply Chain Management (SCM) Reform
Production and Distribution
SCM involves producing and delivering products to stores worldwide. We are working to reduce overall SCM lead times so products are always available at exactly the time and place customers decide they want them. We store advance reserves of fabric for core products at factories to expedite materials procurement and promote automated sewing processes at partner factories. To reduce transportation lead times, we are adopting flexible frameworks that include transporting urgent products by air, and pursuing various projects including the simplification of trade documentation.