







## U - the pursuit of the 3 Fs Create new generation jeans, while ensuring the fundamentals of jeans value. FIT (silhouette, feel) Wide range of fit to ensure each one of customers can find the perfect pair of jeans. FABRIC (material) Fabric to amaze the world's most earnest jeans fans made from prime cloth & thread. FINISH (sewing, washing, finishing & details) Quality finish & details with Japan technology.







Bringing jeans of new generation to the world that each and every customer can enjoy now and in the future. 8

56