

~ A Uniqlo & Toray collaborative product~

## “New Ultra Light Down” Press Conference

Naoki Otoma

Member of the Board

UNIQLO CO., LTD.



### What's driving demand for “light weight?”<sup>1</sup>

- ◆ Trend toward casual business attire
- ◆ More people are layering clothes in the winter as a fashion style
- ◆ Demand for items adaptable to sudden changes in temperature

We focused on this demand for “light” outerwear



## Image of the Down Jacket

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### Conventional down jackets

Warm, because they are heavy, big and thick.



Down jackets that are light and slim, but warm

Expectations of  
potential customers

## Conventional Lightweight Down Jackets

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Mainly professional-use inner down  
worn under jackets for activities  
such as mountain climbing

## New Lightweight Down Jacket Proposed by UNIQLO

- Can be worn not only as inner down, but also as standalone outerwear with many design variations
- Meticulous focus on lightweight specs, while keeping to the same exacting technology and quality standards
- Moderately-priced



**“Ultra Light Down”**  
UNIQLO’s proposal for a lightweight down jacket



## Ultra Light Down

Jointly developed with Toray,  
“Ultra Light Down”,  
was launched in 2009



## How light is Ultra Light Down?

We succeeded in creating a product that weighs about 1/2 of our existing “Light Down”



## “New Ultra Light Down”

2010

We made “light” even lighter

Toray & UNIQLO

Introducing UNIQLO’s lightest ever  
“New Ultra Light Down”

Only 206 grams.

\*206 grams refers to W Premium Down Ultra Light Parker, Size L.



## New Ultra Light Down Product Lineup

- Wider selection: 3 styles each for Men's and Women's (M: 1, W: 1 in 2009)
- Jacket and parker are foldable, pocketable, and portable

Product Name	No. of Colors	Size	Price incl. Tax
Premium Down Ultra Light Jacket	10	S, M, L, XL	¥5,990
Premium Down Ultra Light Parker (Plain)	5	S, M, L, XL	¥5,990
Premium Down Ultra Light Parker (Color Block)	4	S, M, L, XL	¥5,990
W Premium Down Ultra Light Stand-up Collar Jacket	5	S, M, L, XL	¥5,990
W Premium Down Ultra Light Parker	10	S, M, L, XL	¥5,990
W Premium Down Ultra Light Coat	9	S, M, L, XL	¥7,990



## Ultra Light Down

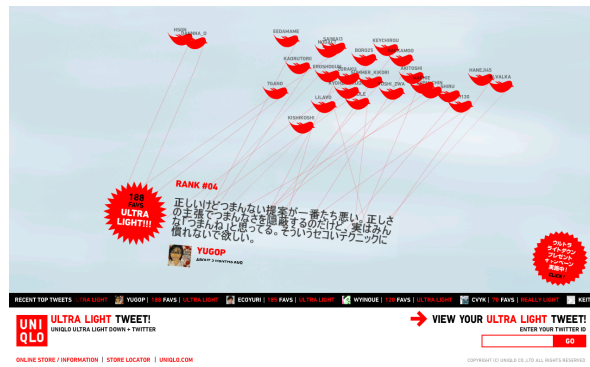
Wearable on its own, or as inner down in any situation throughout the Autumn and Winter



## Learn more about Ultra Light Down on our website

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### Twitter-linked website now open “ULTRA LIGHT TWEET!”



Your tweets will be displayed as “Twitter Birds” on our website.  
We're also holding a promotional campaign to give away an Ultra Light Down jacket!



## New Ultra Light Down

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MADE FOR ALL  
Uniqlo is transforming winter around the world.

