

UNIQLO

2012—Product Development & Marketing Strategy for Functional Innerwear

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Product Development & Marketing Strategy

Position Sarafine and Silky Dry functional innerwear for spring and summer as strategic global product lines

Fall/Winter 2011 HEATTECH Sales

HEATTECH innerwear has transformed the way people dress for winter



Fall/winter 2011 — 100 million units sold

(Includes all HEATTECH items: men's, women's and kid's innerwear, socks, body warmers, jeans, etc.)

Product Development & Marketing Strategy

Potential demand for Sarafine and
Silky Dry lines could exceed
HEATTECH

2012 Enhancements to Sarafine

- (1) Improved comfort by making fabric fibers approximately 30% finer than last year
- (2) Added new loungewear line
- (3) Added new shorts line
- (4) Wider range of colors and patterns

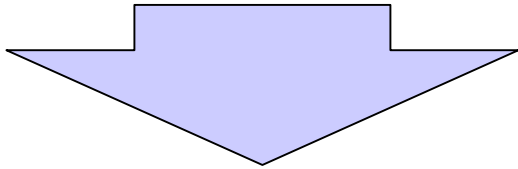
Sarafine Loungewear: Lines to Watch in 2012

Loungewear range added to the Sarafine lineup
in response to customer demand



Concept Behind Sarafine Loungewear

The impact of higher electricity charges and energy conservation measures on air conditioning use in Japan may mean a very hot and humid rainy season and summer this year



UNIQLO expands Sarafine line beyond innerwear to bottoms and tops, so customers can stay feeling comfortable and looking great after they leave the house



Debuting Sarafine Shorts

Sarafine Shorts that reduce uncomfortable buildups of moisture trapped inside outerwear added to product lineup



**Sarafine Shorts
(Hiphugger)**



**Sarafine Shorts
(Hiphugger, striped)**



**Sarafine Shorts
(High rise, dot)**



**Sarafine Shorts
(High rise, flower)**

Sarafine Loungewear Range

Item Name	Colors	Sizes	Price incl. Tax (Japan)
WOMEN AIRism LOUNGE SET (HALF SLEEVE)	3	S、M、L、XL	¥2,990
WOMEN AIRism LOUNGE SET (STRIPE) (SHORT SLEEVE)	3	S、M、L、XL	¥2,990
WOMEN AIRism LOUNGE CARDIGAN (LONG SLEEVE)	3	S、M、L、XL	¥1,990
WOMEN AIRism Cropped Lounge Bottoms	3	S、M、L、XL	¥1,500
WOMEN AIRism LOUNGE BOTTOMS	3	S、M、L、XL	¥1,500
WOMEN AIRism LOUNGE LONG DRESS (SLEEVELESS)	3	S、M、L、XL	¥1,990
WOMEN AIRism LOUNGE DRESS (SLEEVELESS)	3	S、M、L、XL	¥1,990
WOMEN AIRism LOUNGE DRESS (HALF SLEEVE)	3	S、M、L、XL	¥1,990
WOMEN AIRism LOUNGE DRESS(STRIPE) (SHORT SLEEVE)	3	S、M、L、XL	¥1,990

Sarafine Innerwear Range

Item Name	Colors	Sizes	Price incl. Tax (Japan)
W's AIRism UV CUT Crew T(L)Dot	3	S, M, L, XL	¥1,500
W's AIRism UV CUT Crew Neck T(L)	3	S, M, L, XL	¥1,500
W's AIRism UV CUT Crew T(L)(Stripe)	3	S, M, L, XL	¥1,500
W's AIRism U-NECK T(S)	10	S, M, L, XL	¥990
W's AIRism U-NECK T(S)(Dot)	3	S, M, L, XL	¥990
W's AIRism U-NECK T(S) (Floral)	3	S, M, L, XL	¥990
W's AIRism U-NECK T(S) (Stripe)	3	S, M, L, XL	¥990
W's AIRism U-NECK T(S) Multi Stripe	3	S, M, L, XL	¥990
W's AIRism Padded U-NECK T(S)	4	S, M, L, XL	¥1,500
W's AIRism Padded Camisole	4	S, M, L, XL	¥1,500
W's AIRism Padded Bra Camisole	5	S, M, L, XL	¥1,990
W's AIRism Camisole	10	S, M, L, XL	¥990
W's AIRism Camisole (Dot)	3	S, M, L, XL	¥990
W's AIRism Camisole (Floral)	3	S, M, L, XL	¥990
W's AIRism Camisole (Stripe)	3	S, M, L, XL	¥990
W's AIRism Camisole (Multi Stripe)	3	S, M, L, XL	¥990
W's AIRism Tank Top+ <small>*Large stores only</small>	10	S, M, L, XL	¥990
W's AIRism Bra Camisole (Stripe)	3	S, M, L, XL	¥1,990
W's AIRism Bra Camisole (Multi Dot)	3	S, M, L, XL	¥1,990
W's AIRism Bra Camisole	10	S, M, L, XL	¥1,990
W's AIRism Bra Camisole (Dot)	3	S, M, L, XL	¥1,990
W's AIRism Bra Tank Top (Stripe)	3	S, M, L, XL	¥1,990
W's AIRism Bra Tank Top (Multi Dot)	3	S, M, L, XL	¥1,990
W's AIRism Bra Tank Top (Multi Stripe)	3	S, M, L, XL	¥1,990
W's AIRism Bra Tank Top	10	S, M, L, XL	¥1,990
W's AIRism Shorts (HH) NEW	6	M, L	¥790
W's AIRism Shorts (HH) (Stripe) NEW	3	M, L	¥790
W's AIRism Shorts (JW'S) NEW	9	M, L	¥790
W's AIRism Shorts (JW'S) (Dot) NEW	3	M, L	¥790
W's AIRism Shorts (JW'S) (Floral) NEW	3	M, L	¥790

2012 Enhancements to Silky Dry

- (1) The fibers are approximately 20% finer than last year delivering greater comfort, with 1.8 times increase in breathability and 1.2 times enhancement to the Dry function
- (2) Silky Dry Steteco, long underwear for men, added to product lineup

Silky Dry Steteco: Lines to Watch in 2012

Steteco long underwear is new to the Silky Dry product lineup for 2012—innerwear so light it feels like wearing air.

Silky Dry Steteco ensure men stay comfortable this summer by preventing perspiration from sticking to pants and bottoms and clinging around the leg.



Silky Dry Line

Item Name	Colors	Sizes	Price incl. Tax (Japan)
AIRism Steteco (long pants) A NEW	3	M、L、XL	¥1,500
AIRism Steteco (long pants) B NEW	2	M、L、XL	¥1,500
AIRism Steteco (long pants) C NEW	2	M、L、XL	¥1,500
AIRism V-Neck T(N)	3	S、M、L、XL	¥990
AIRism V-Neck T(S)	4	S、M、L、XL	¥990
AIRism V-Neck T(S) (Drop Needle)	3	S、M、L、XL	¥990
AIRism Crew Neck T(S)	3	S、M、L、XL	¥990
AIRism Tank Top	2	S、M、L、XL	¥990
AIRism Stripe Tank Top	2	S、M、L、XL	¥990
AIRism Boxer Briefs	6	M、L、XL	¥990
AIRism Boxer Briefs (LR)	5	M、L、XL	¥990
AIRism Boxer Briefs (LR)A	2	M、L、XL	¥990
AIRism Boxer Briefs (LR)B	2	M、L、XL	¥990
AIRism Boxer Briefs A	2	M、L、XL	¥990
AIRism Boxer Briefs B	2	M、L、XL	¥990
AIRism Boxer Briefs C	2	M、L、XL	¥990
AIRism Long Boxer Briefs + *Large stores only	2	M、L、XL	¥990

Spring/Summer 2012 Advertising Campaign for Highly Functional Innerwear

TV commercials: TV commercials for Sarafine and Silky Dry began airing April 2

AIRism = 空気のような心地よさ。きっと、新体験です。
繊維の極細化を追求することで、空気のような心地よさをつくり出す。ユニクロはAIRism(エアリズム)という新発想で、サラファインを進化させました。



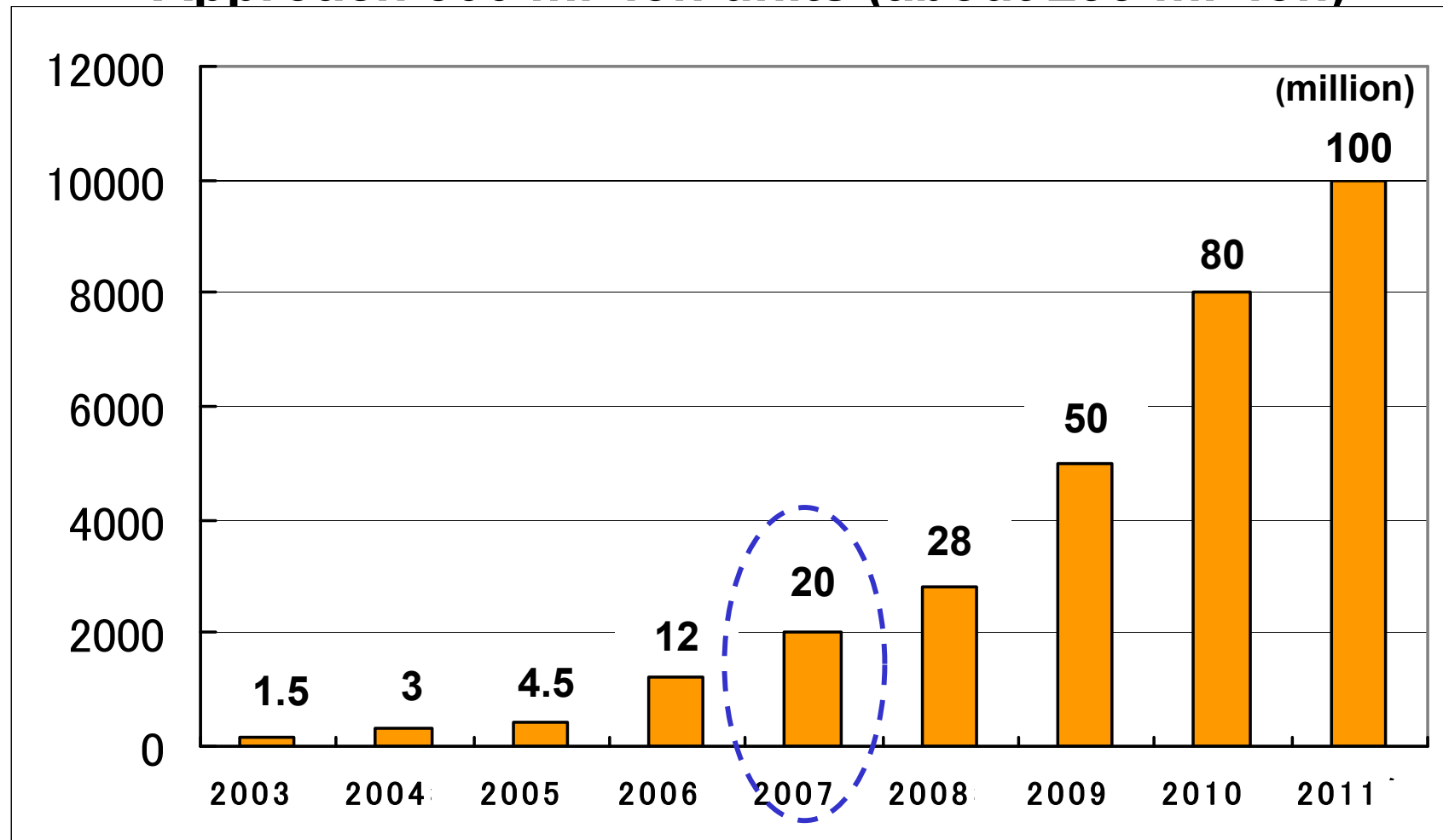
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Global Sales of HEATTECH

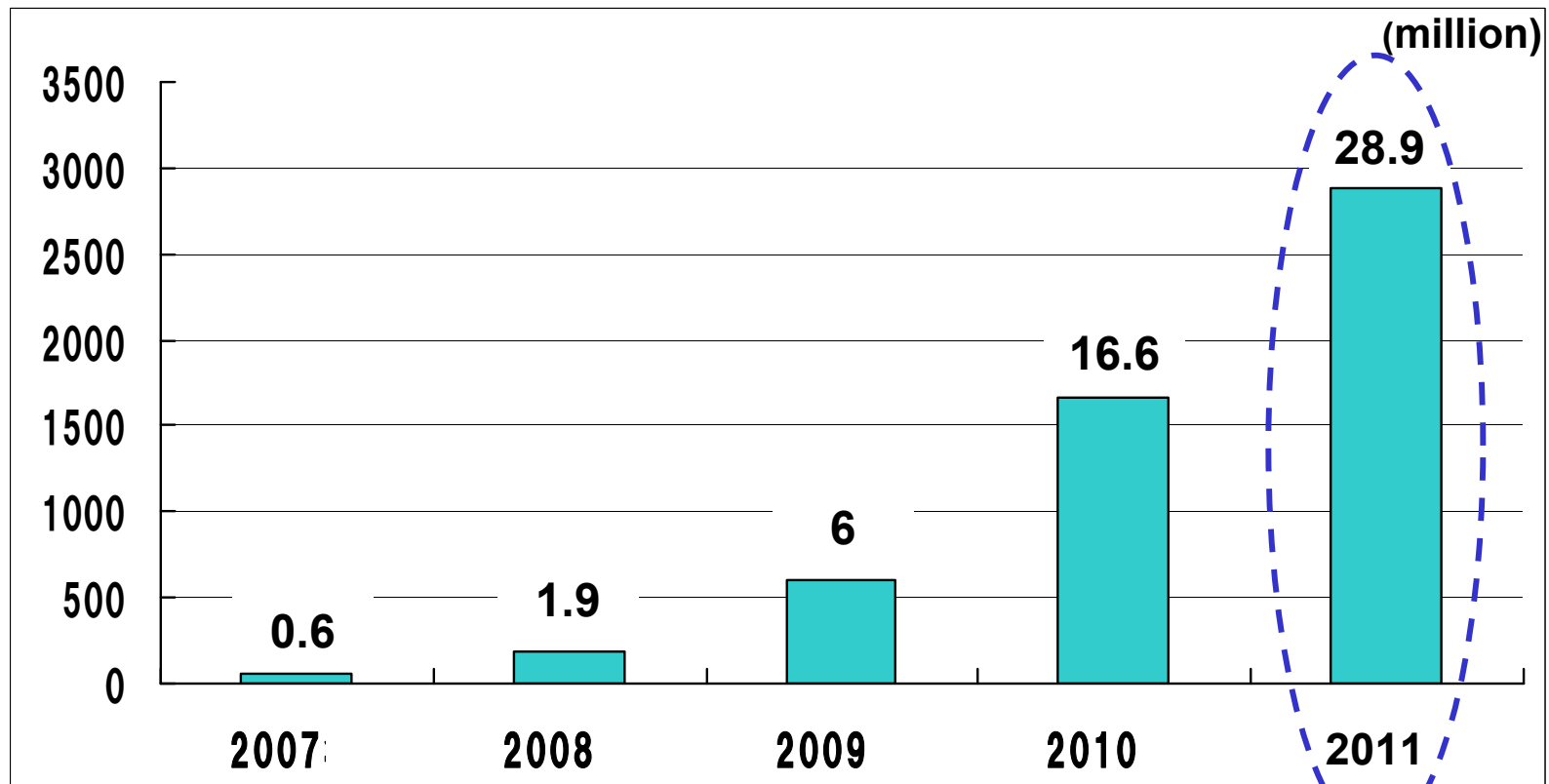
Cumulative sales:

Approach 300 million units (about 299 million)



Global Unit Sales of UNIQLO Functional Innerwear for Summer

Cumulative sales: About 54 million units



Note: Total of Sarafine and Silky Dry combined (in 2007, only Sarafine on sale)

Sales trajectory starting to mirror HEATTECH

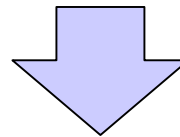
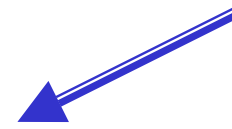
Transform into Strategic Global Product Line

SARAFINE

SILKYDRY



Unify Brands



AIRism

Position as strategic global product line on par with
HEATTECH

AIRism Brand Concept

AIRism: Cool comfort, light as AIR **A new concept from UNIQLO set to** **transform summers in Japan**

Ultra-fine fabric delivers clothing with “light as air” comfort.
UNIQLO has evolved Silky Dry and Sarafine for even greater
comfort with a new concept called AIRism.

They feel so light and soft to the skin that
You will forget you have it on.

Offering a coolness and fast-drying action unlike anything
before.

For the first time, you will feel summer breezes on your skin.

AIRism: Cool comfort, light as AIR.
A brand new experience.

Next Steps

Product brand rollout in international markets based in individual market situations

AIRism

In Closing...

By promoting the AIRism concept of **putting on rather than taking off innerwear as the key to relief from heat and humidity and enjoying the summer in comfort**, UNIQLO aims to reach a wider range of customers