

PLST UNIQLO MARCHÉ PRINTEMPS GINZA Store

Makoto Hata

Chief Executive Officer, LINK THEORY JAPAN CO., LTD.

Cater to trend-sensitive, ageless women

A mélange of Mode fashion and latest trends to bring out individual qualities of each woman

Our "second basic" original line is augmented by import fashions

A wide-ranging collection to meet various lifestyles

Store network: 48 stores across Japan

(PLST UNIQLO MARCHÉ PRINTEMPS GINZA is 48th store)

Core strategy for 2012 fall/winter season

Accelerate brand appeal for customers in their 20s and 30s

Strengthen sales of original products

Increase recognition through magazine tie-ins

- **Brand appeal towards Ginza clientele of fashionable women**
- **Showcasing brand new "business casual" styles**
- **Establishing a new PLST fan-base**

- **One-stop shopping destination for "what women want"**
- **Dependable quality and trust**
- **A place to find what you're looking for**
- **"No-frills, no-doubter" prices**
- **Abundant product lineup**
- **The brand to discover "the new you"**
- **Enjoyable fashion for all walks of life**