

**AIRism**  
*comfort unlimited*

**The ultimate comfort,  
improved and expanded**



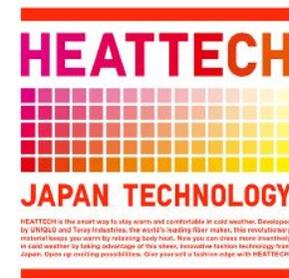
**19 March 2013**

**Tokyo, Japan**

# Summary



- This document outlines UNIQLO’s 2013 AIRism product line, its new Strategic Global Brand of highly functional underwear.
- Under the catchphrase “comfort unlimited,” UNIQLO is increasing the product lineup by more than 70% and launching a major marketing campaign across the 13 markets where it currently operates stores.
- AIRism is created in accordance with UNIQLO's drive to continually offer innovative clothing to transform the lives of customers around the world.
- With AIRism, UNIQLO delivers “comfort unlimited, in any season for any person, anywhere.”



## Summary

- Featuring the latest Japanese fiber technology, AIRism offers incredible comfort, winning accolades from UNIQLO customers in international markets where it debuted in 2012.
- The high performance fabric offers a total of eight comfort-enhancing features across men's and women's lines. They include UNIQLO's DRY and odor control functions as well as the ability to quickly absorb and release trapped moisture and stay cool to the touch.
- Marking AIRism's global launch, UNIQLO plans to roll out a huge lineup of some 320 different items of great underwear this year, up from last year's lineup of 190 items.
- AIRism underwear is already available both online and at UNIQLO locations worldwide, with many more designs set to arrive over the coming months.

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## **AIRism 2013 line – Men's, women's and kid's**



## For men

- ✓ More colors, patterns and sizes.
- ✓ Adjusted stitching to create a flat seam, for greater comfort.
- ✓ 20% thinner thread, ensuring an even smoother texture. This makes the material 1.8 times more breathable, allowing AIRism garments to dry at a rate 1.2 times faster than previous lines.
- ✓ Some items are for the first time available in sizes up to 4XL (exclusive to the UNIQLO Ginza, Tokyo and online stores).



## For women

- ✓ 200 different items, 140 more than last year.
- ✓ A wider range of colors and patterns than ever before, including polka dots and floral prints, a new lace type for the camisole collection and added options for the popular AIRism Bra Tops.
- ✓ A new odor control function.
- ✓ Some items are available in sizes up to 3XL (exclusive to the UNIQLO Ginza, Tokyo and online stores).



**For women**

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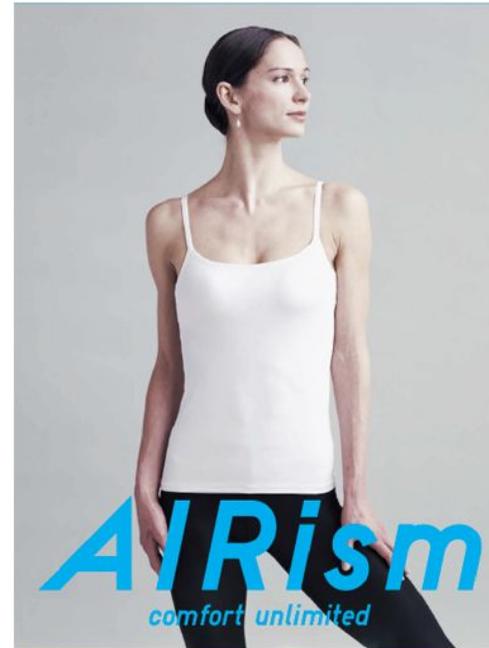
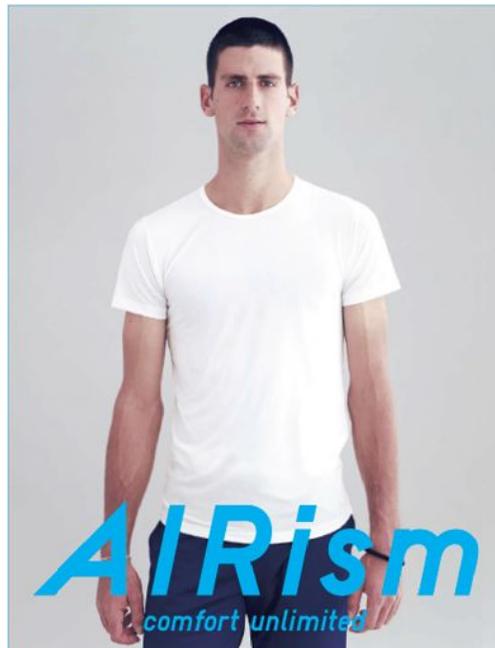
## For kids

- AIRism is also available for kids, who tend to sweat more than adults.
  - ✓ A total of eight comfort-enhancing features, including UNIQLO's DRY and odor control functions, as well as the ability to quickly absorb and release trapped moisture and stay cool to the touch.



## Marketing campaign

- World's No. 1 men's professional tennis player Novak Djokovic has since 2012 acted as a UNIQLO Global Brand Ambassador. At the same time, Berlin State Opera world-class ballerina Polina Semionova is an AIRism Brand Ambassador. The two feature in AIRism internet, newspaper and TV ads.
- Novak Djokovic sports AIRism when he competes, and said, "The fabric always stretches to fit my most strenuous moves. With this on, I can concentrate on my game. That was a new discovery for me."



## What is AIRism?

Unique fiber  
technology =  
silky, smooth feeling.

***AIRism***  
*comfort unlimited*

Unique fiber  
technology = keeps  
moisture, extreme  
temperatures and  
undesirable odors in  
check.

## What is AIRism?

- Backed by the concept, “Comfort unlimited - In any season, for any person, anywhere,” AIRism is a versatile line of inner wear based on unique, cutting-edge technology.
- Composed of a combination of fibers thinner than human hair, AIRism is extremely light – to the point that people forget that they are wearing it.
- AIRism promotes the circulation of the air trapped inside clothes, to keep the wearer dry and cool.
- It is a progression from what was until 2012 sold under the name Silky Dry for men and Sarafine for women.



# Meeting the specific needs of men and women

**AIRism**  
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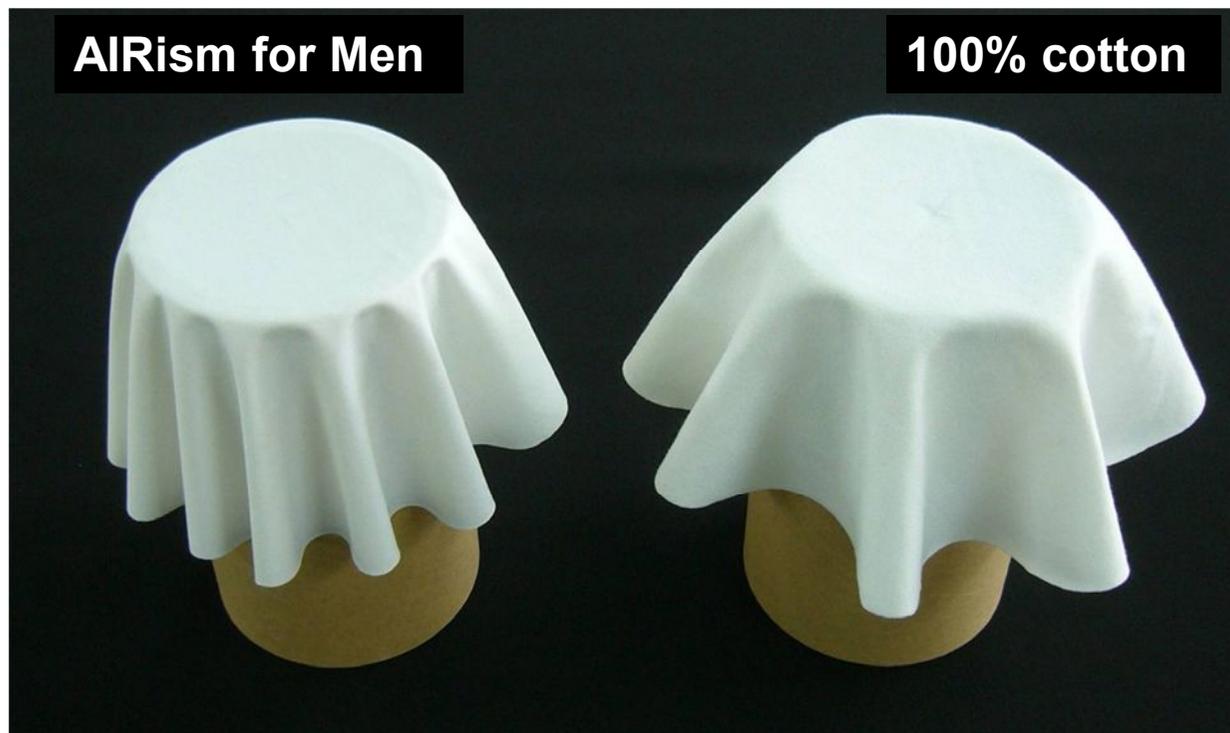
- All AIRism items offer a total of eight comfort-enhancing features, including UNIQLO's DRY and odor control functions, as well as the ability to quickly absorb and release trapped moisture and stay cool to the touch.
- However, AIRism has also been developed based on the specific needs of men and women, and functionality differs based on gender.
- Men tend to perspire more than women, and UNIQLO designed men's AIRism with enhanced moisture absorbency and quick-dry functionality.
- Women tend to become cold more easily than men, and UNIQLO designed women's AIRism to absorb and release moisture, to prevent chill from damp garments.



# Technology: AIRism for men

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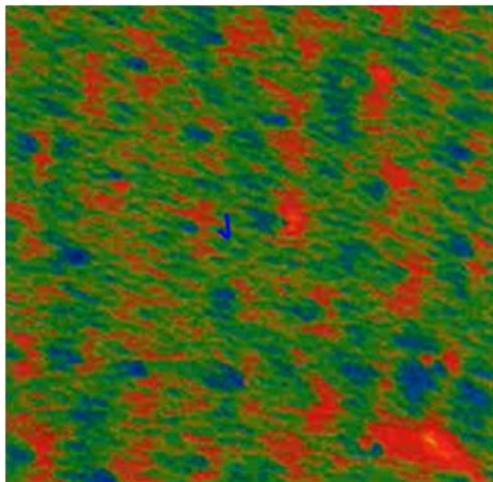
- UNIQLO and Toray Industries jointly developed special microfibers for the AIRism men's line, with ultra-fine cationic dyeable polymers - approximately 1/12 the diameter of a strand of human hair.
- AIRism material is considerably smoother than cotton, due to the inclusion of these ultra-fine fibers.



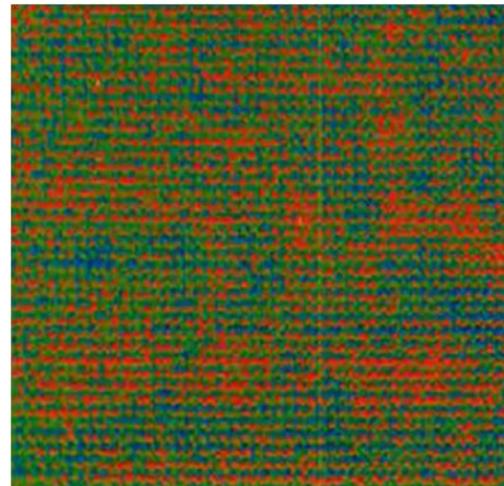
## Technology: AIRism for men

- The below displays the roughness of different surfaces, with green indicating the smoothest.
- A large portion of the AIRism material is green, indicating the smoothness of the material and its similarity to human skin

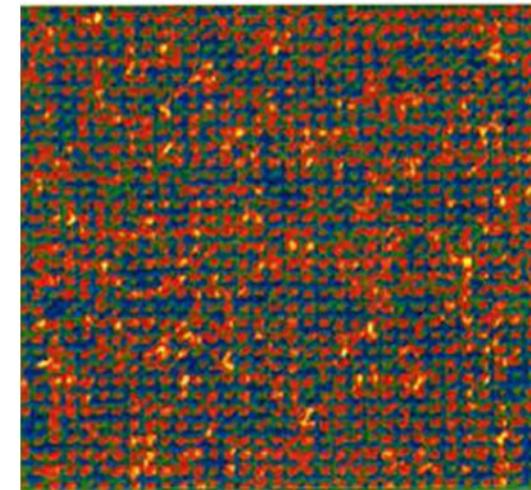
**Human skin**



**AIRism**



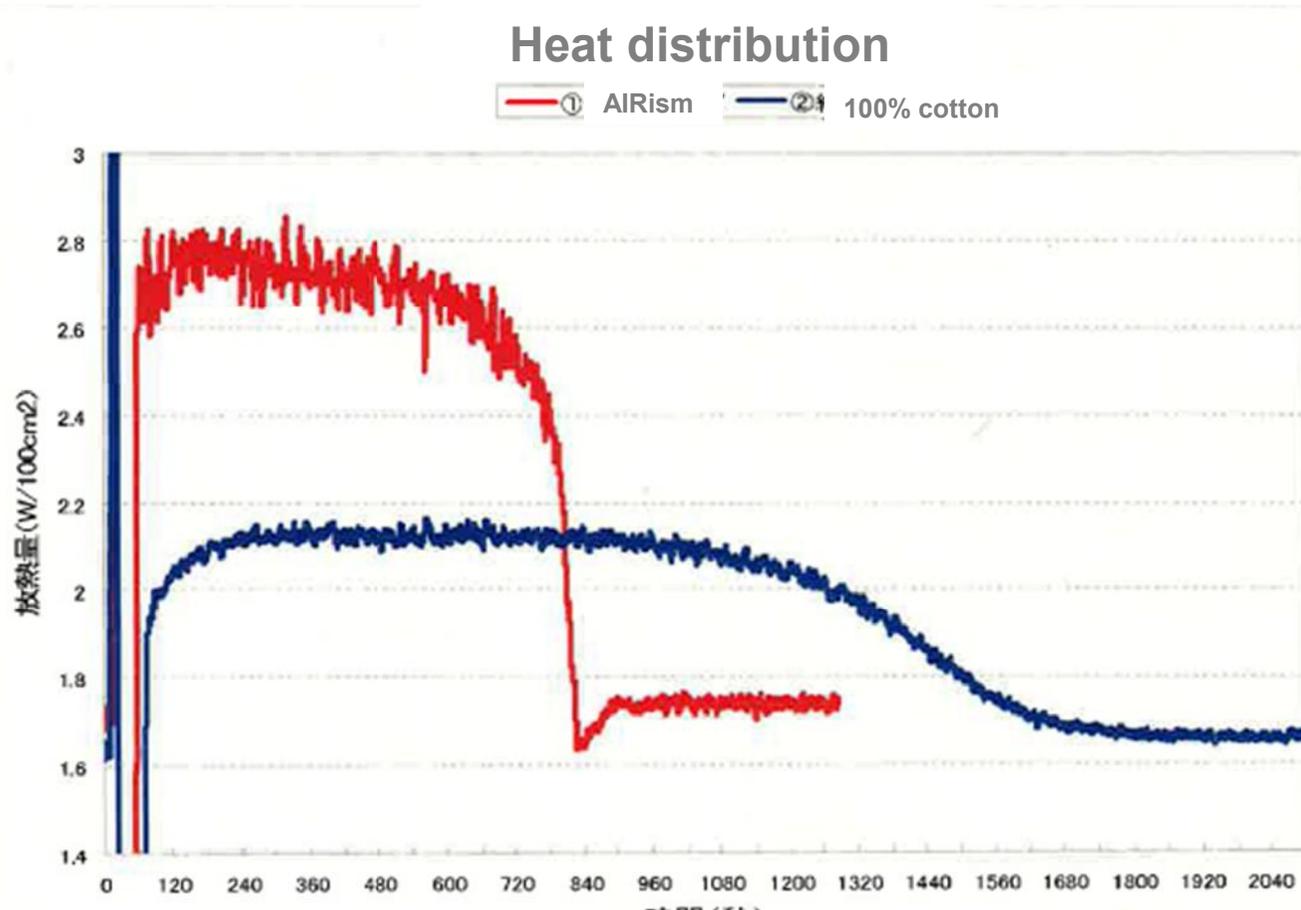
**100% cotton**



# Technology: AIRism for men

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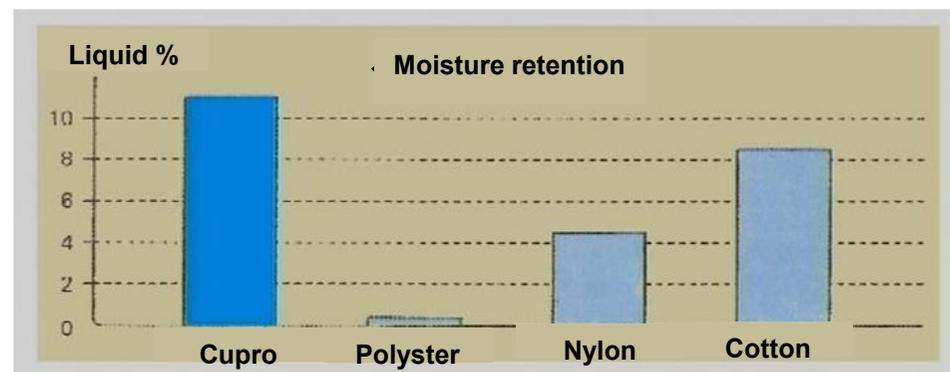
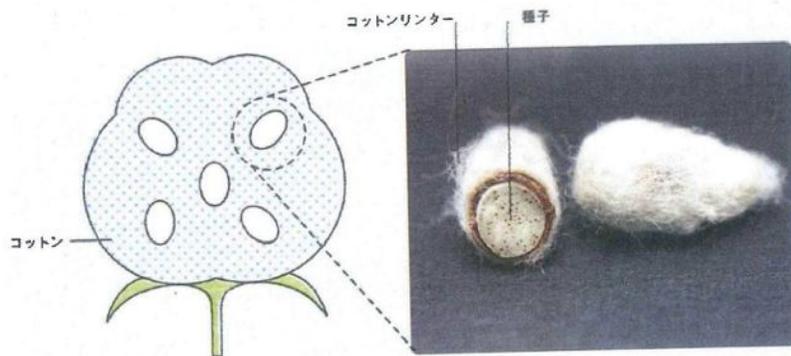
- AIRism's moisture absorption and quick dry functions have been developed with a focus on evaporation. As perspiration dries, the material absorbs and distributes 2.4 more heat than cotton, providing a cooling sensation.



# Technology: AIRism for women



- The AIRism line for women incorporates a unique natural fiber called cupro, developed by Asahi Kasei and derived from cotton linter – the silky fibers that stick to cotton seeds.
- Cupro offers the breathability of cotton, while efficiently absorbing and releasing moisture - contributing to the supple feeling of AIRism garments for women.



# Technology: AIRism for women



## Cupro

A unique natural material developed by Asahi Kasei.

**AIRism signature softness, the result of a special spinning process combining Cupro and Micro Nylon.**

## Micro Nylon

Smooth to the skin, this material developed by Toray quickly absorbs and releases moisture.

# Customer response



# Sales trends



- Customer feedback for AIRism has been extremely positive worldwide, including in markets such as Singapore, where people are unaccustomed to inner wear.
- AIRism sales have grown rapidly from launch in 2007 (covering AIRism products formerly called Sarafine and Silky Dry), and now total approximately 8.8 million items.
- AIRism sales have grown across each of UNIQLO's thirteen markets in 2012.
  - ✓ U.S./Europe: Sales roughly doubled on the year.
  - ✓ Asia: Sales rose approximately 1.5 times over the previous year.
- This follows a similar sales trend for HEATECH, which from 2003 to 2011 recorded annually increasing sales that now total 100 million items.
- UNIQLO targets total sales of approximately 50 million AIRism items worldwide.

**Changing clothes. Changing conventional wisdom. Change the world.**