

# UT



June 5, 2020  
UNIQLO HARAJUKU  
UT PRESENTATION

**UNIQLO T-shirt brand**  
**featuring pop-culture from around the world,**  
**including art, music, movies, manga, and anime**



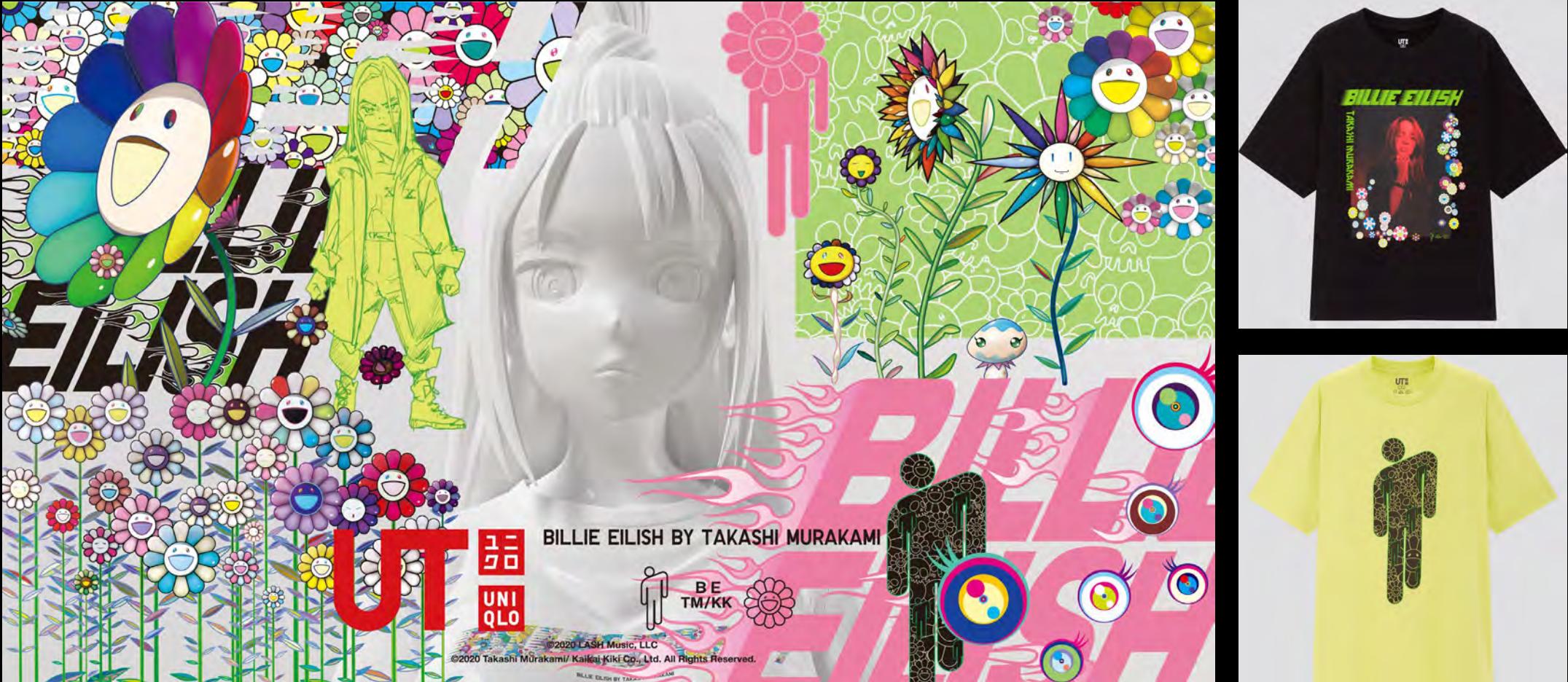
# This season's lineup once again features over 1,000 styles



# Billie Eilish x Takashi Murakami



# Billie Eilish x Takashi Murakami



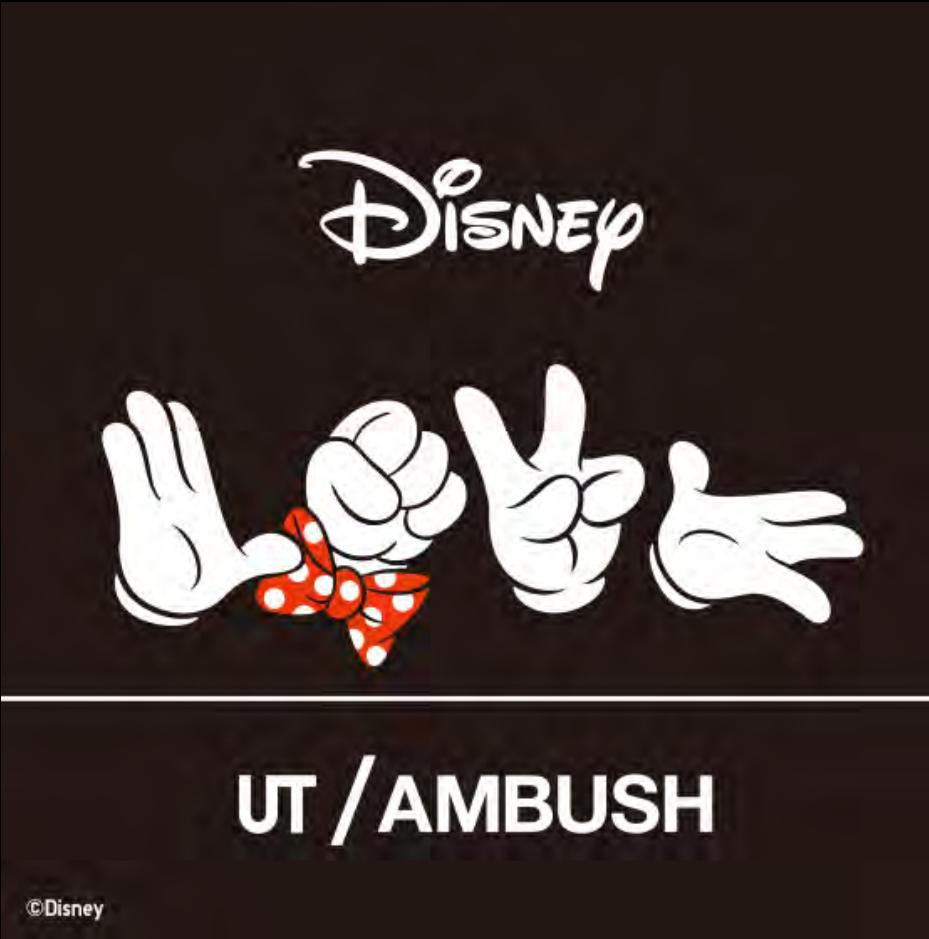
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© 2020 Takashi Murakami/  
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# Daniel Arsham x Pokémon



©2020 Pokémon. TM, © Nintendo.  
©Daniel Arsham Courtesy of Nanzuka

# DISNEY LOVE MINNIE MOUSE COLLECTION by AMBUSH



©Disney

June 5, 2020

**UT POP OUT OPEN**

at Harajuku



**UT  
POP OUT**

# UT POP OUT

World's largest UT floor

= Pop-culture communication hub

# One-of-a-kind artworks, only at UT POP OUT

3m



Statue of Billie Eilish  
by Takashi Murakami

2m



Statue of Minnie Mouse  
by AMBUSH

# First sales of UT-related general goods

**UT  
GOODS**



**TOTE  
BAG**

**UT  
GOODS**

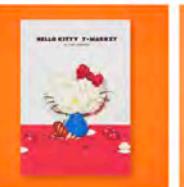


**UT  
GOODS**

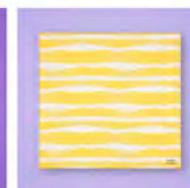
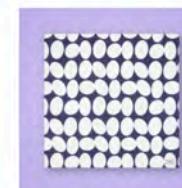


**NOTE  
BOOK**

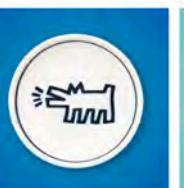
**STICKER**



**UT  
GOODS**



**BANDANA**



**MAME  
ZARA**

# Collaboration with local brands

**UNIQLO Harajuku limited-edition UTme! designs**



HIGUMA Doughnuts



THINK OF THINGS



Shiseido Beauty Square

# UT2020 magazine

