

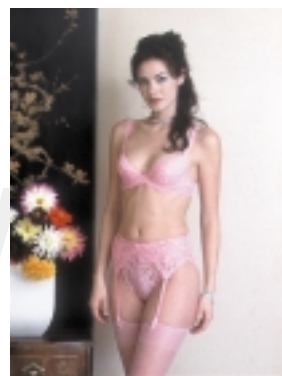
Strong Brand Power

Strong Bra



Moving from intimate apparel to Body Designing

Since its establishment more than 50 years ago, Wacoal has grown into the leading company in Japan's intimate apparel industry. During this time, the Company has worked to help women look and feel more beautiful, with the Wacoal brand becoming synonymous with women's intimate apparel. As the meaning women attach to beauty becomes more sophisticated, Wacoal is using its strong brand power to steer its business in a new direction—Body Designing.



With this new business concept, Wacoal is looking to help women attain new levels of beauty in their daily lives by giving them the support they need for expressing both the physical and emotional aspects of their bodies. We see customer trust in the Wacoal brand as our greatest asset, and we are combining this powerful brand loyalty with our core competences—extensive research in the field of human science and renowned product and technology R&D capabilities—to expand our business in areas that more closely support the lifestyles of our customers. Through the development of our Body Designing business concept, we will further strengthen the presence of the Wacoal brand and our competitive position in the market.

