

New Points of Contact

New Points



Implementing a three channel retailing strategy

of Contact

Instead of solely relying on existing sales channels, Wacoal is working to improve its growth potential by increasing its points of contact with customers and developing new retailing concepts. The development of a network of Wacoal SPA shops and the expansion of the Company's catalog mail-order business and Internet retailing are at the center of this strategy. Through a three channel retailing strategy based on a combination of shop, catalog, and Internet sales, Wacoal is looking to further expand sales of its intimate apparel products.

<http://www.e-shop.wacoal.co.jp/>

During the fiscal year under review, we opened several types of SPA shops, including SUBITO, une nana cool, Intimates, QCVD, and CHERCHEZ, that carefully target specific customer groups and lifestyles. These shops offer an extensive range of reasonably priced products incorporating the latest fashions and are specifically aimed at the younger market, particularly women in their 20s. Furthermore, we began offering our intimate apparel products in our catalogs to boost mail-order sales and also via the Internet through our website, WACOAL ONLINE. Our mail-order catalogs, such as *SACHET*, aimed at working women in their 20s and 30s, and *LOVE BODY*, targeting women over 45, have proved to be particularly popular.

