



Value-Added Businesses

Value-Added

Creating value for customers

The development of new and innovative value-added products and services is crucial to ensuring Wacoal succeeds in implementing its Body Designing business concept. Our brassiere fitting service, Dublevé, is just one example of how we are helping to widen our customer base through effective one-to-one marketing techniques. Wacoal has created this business as a value-added service for customers looking for brassieres with an individual fit, not available with off-the-shelf items. By using our in-house-developed measuring devices, we can offer custom-made brassieres from 1,248 different size variations, at prices our customers can afford. We have plans to expand this business by opening directly managed and franchise shops that offer this service in major cities throughout Japan.



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At the same time, Wacoal is drawing on its renowned know-how and technology in alliances with other companies to pursue new business opportunities through innovative product development. We are working with Procter & Gamble on a line of women's shorts specifically for use during menstruation and with NIKE on a range of swimwear. In this way, we are not merely supplying OEM products, we are actively working hand-in-hand with our partners to develop innovative products that incorporate Wacoal's acclaimed expertise in women's intimate apparel.

