



## Transformation for Increasing **Its Value**

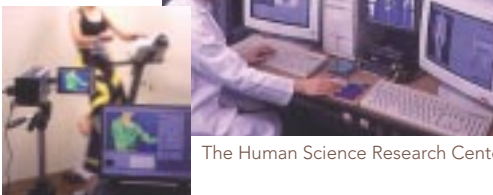
Wacoal is increasing its corporate value through a transformation of its operations, in the same way that a tulip grows in value as it develops from a bulb to a bud and finally blooms.

▷ **Wacoal is transforming its operations to achieve its new business concept, Body Designing.**

Looking to the future, Wacoal is in the process of steadily shifting the focus of its operations from intimate apparel to Body Designing. This new business concept capitalizes on the results of our long-term research in the field of human science and on our product development know-how to bolster the development of intimate apparel and services that are in harmony with the lifestyles of our customers.

In intimate apparel, we have worked to reorganize our brands, create new sales outlets, and develop products to allow us to respond precisely to customer requirements according to age and lifestyle. As a part of these efforts, we have expanded our Dublevé custom-made intimate apparel service for customers seeking an individual fit by opening directly managed and franchise shops that offer this service. In addition, we launched our "good age" business for the development of goods targeting older women.

Wacoal is also focusing on its Wellness wear business. We have already launched a wide variety of products, including Wacoal's range of CW-X conditioning wear for athletes, swimwear co-developed with NIKE Japan, Inc., and ergonomic foot products. Wacoal will redouble efforts to promote its Body Designing business concept by retailing its mainstay products globally and strengthening business alliances that draw on the Company's renowned technology and know-how.



The Human Science Research Center



Dublevé



Ergonomic foot products



Japanese pro-baseball player Ichiro Suzuki in CW-X conditioning wear



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