



DESIGNING THE FUTURE  
BY CREATING  
INNOVATIVE PRODUCTS

**The history of Wacoal is also a story of innovative product development. Wacoal will continue to pave its future by developing high-value-added products that enhance the beauty of women.**

A glance at the Company's track record of hit products is enough to confirm Wacoal's unfailing commitment to developing innovative products. We open up entirely new markets by creating ground-breaking products that anticipate women's intimate apparel needs. This strategy provides the foundation for our steady growth. By offering intimate apparel with a new type of appeal that combines fashionability with unique functionality, Wacoal has earned the loyalty of a huge number of customers.

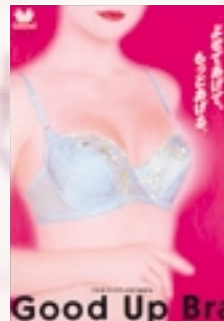
Looking back to any recent era, there has always been a Wacoal product that captures the mood of the period. Such trend-setting products as the *Tummy Girdle*, 1965; the *Front Hook Bra*, 1978; *Shape Pants*, 1981; and the *Good Up Bra*, 1992, all had a large impact on women's everyday lives.

Our intimate apparel products are not merely everyday items of clothing; rather, our intimate apparel allows women to fulfill their wish to be more beautiful.

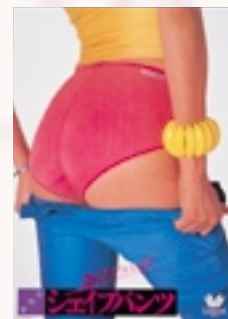
In 2002, our summer campaign T-shirt bra NAMI-NAMI\* and the SHAKITTO bra\*\*, the centerpiece of our fall campaign, were both hit products, achieving combined sales of more than 1.6 million pieces. The SHAKITTO bra was developed by our Human Science Research Center, which provides the foundation for the Company's in-house product development activities. The added skeletal support function produced through these research efforts provoked a significant response from the market. Through its development of highly original products, Wacoal stimulates markets and helps women enhance their beauty.

\* *T-shirt bra NAMI-NAMI*: This product features a novel knit and a newly developed, readily cuttable textile that ensures the line of the undergarment is less visible through outergarments.

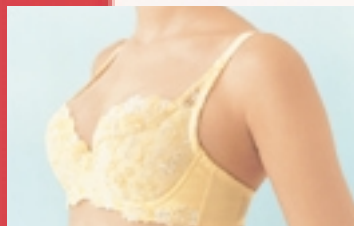
\*\* *SHAKITTO bra*: This brassiere corrects posture and supports the bone structure of the chest based on a new skeletal support concept.



Good Up Bra



Shape Pants



SHAKITTO bra



T-shirt bra NAMI-NAMI



Wacoal Human Science Research Center