

SOCIAL CONTRIBUTION ACTIVITIES AND ENVIRONMENTAL MANAGEMENT

To realize its goal of benefiting society at large by enabling women the world over to express their beauty, the Wacoal Group draws on varied experience accumulated in its core operations to make unique contributions to society.



Remamma

In 1974, we began the *Remamma* project to provide our originally developed innerwear and swimwear for women that had undergone operations for breast cancer. More than 170,000 customers in Japan and overseas have used these products to date.

www.wacoal.co.jp/products/remamma/



Pink Ribbon

Since September 2002, we have supported Pink Ribbon activities, which raise awareness of the importance of early diagnosis and treatment of breast cancer. As part of those efforts, we donate to the “breast cancer eradication smile fund.” Further, our shareholders participate in efforts to eradicate breast cancer. In 2005, we introduced a system whereby shareholders are able to make contributions to the fund that are equivalent to a part of the *Wacoal essence check* gift certificates provided as a shareholder benefit. Also, from February to March 2007 we held a Pink Ribbon Fitting Campaign in which we donated to the “breast cancer eradication smile fund” ¥3.2 million, equivalent to the total number of brassieres customers tried on multiplied by ¥10. www.wacoalholdings.jp/pinkribbon/index.html



Exhibition “Colors” © The Kyoto Costume Institute. Photo by Naoya Hatakeyama

The Kyoto Costume Institute

Regarding cultural contributions, Wacoal established the Kyoto Costume Institute in 1978, which specializes in the collection, research, preservation, and display of historical, Western garments. With a collection of 11,000 garments representing fashions from the 17th century to the present day as well as 13,000 documents of cultural interest, the institute has jointly held numerous major exhibitions with museums and art

galleries in Japan and around the world. In November 2005, the institute received an award in the costume culture category of the Mecenat Awards 2005, which recognizes contributions to the promotion of the arts by companies or foundations. That award testifies to the high regard in which the institute’s activities are held. www.kci.or.jp

Tsubomi School Program

As a contribution to local educational initiatives, we have held Tsubomi School programs since 2001 for adolescent girls and their parents. We began those programs to help girls become healthy, beautiful women. The programs seek to alleviate the uncertainty and insecurity that is common among adolescent girls by promoting understanding of the body’s development and addressing anxieties. Together, parents and children learn how to choose innerwear to suit specific needs or stages of maturity, thereby providing a chance for parents and children to discuss these issues at home. www.wacoal.co.jp/company/tsubomi/index.html

Environmental Management

The Wacoal Group advances environmental activities. To take one example, at Niigata Wacoal Sewing Corp. fabric cuttings and scraps that are a byproduct of manufacturing processes are put to good use in the making of jump-ropes for local kindergartens and towels for nursing-care facilities and hospitals. Another example is Kyushu Wacoal Manufacturing Corp., which has undertaken an ongoing voluntary tree-planting program on *Unzen Fugen-dake*, where volcanic eruptions have left the earth bare, since fiscal 2006.

In fiscal 2002, all the operational bases of Wacoal Corp. obtained ISO 14001 accreditation, which is an international standard for environmental management. In fiscal 2007, all 16 domestic operational bases completed acquisition of ISO 14001 accreditation. Aiming to realize industry-leading environmental management, we will establish environmental management systems throughout the Wacoal Group, including overseas operational bases.

<http://www.wacoalholdings.jp/profile/csr.html>