

A woman's profile is shown in a soft, out-of-focus style, wearing a light blue lace collar. The background features vertical stripes in shades of blue and green on the left side.

EVOLVING ON STRENGTHS

WACOAL HOLDINGS ANNUAL REPORT 2010

EXPRESSING BEAUTY

Since its establishment in 1949, the Wacoal Group has remained the foremost company in the Japanese market for women's innerwear by enabling women the world over to express their beauty. Today, based on a holding company system that encompasses 47 consolidated subsidiaries and nine affiliates, the Wacoal Group is building an even more robust operational platform in Japan while growing sales aggressively in North America, Europe, and Asia.

Also, thanks to basic research on the shape and movement of the human body as well as research on the physiology of sensation, we have developed innerwear and other garments that realize outstanding comfort and figure enhancement. This research draws on extensive analytical data that we have accumulated by measuring the physiques of over 40,000 Japanese women. As well as our signature beauty and comfort, through new functionality we will add value to realize products that even more customers love while providing products that invigorate markets.

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