

The WACOAL Way

Based on our social mission—comprised of things we must achieve in present-day society—and the founding principles we have carried on during over 70 years in business, The Wacoal Group is promoting sustainability management, which will help us solve social issues and achieve sustainable growth through our business.

Founding Principles

With a strong desire to devote his life to working for society, Koichi Tsukamoto founded Wacoal based on the belief that “a peaceful society is one where women can express their beauty.”

His goal was to contribute to society by helping people to express their beauty. In achieving this goal, business management based on mutual trust is essential. Our founder’s strong commitment to creating a company trusted by all stakeholders is still passed on to each and every employee.



Our Promise

We will contribute to society by helping women to express their beauty.

Our Culture

We, the employees and management of WACOAL, will maintain a refined corporate culture based on mutual trust and will continually strive to make the Company a global leader in the industry.

Our Value

1. Create products loved by customers
2. Develop new products that meet the needs of the times
3. Conduct business in a fair manner with a forward focus
4. Build a better WACOAL through better human resources
5. Fear not failure and boast not of success

WACOAL empowers people with the confidence that comes from looking and feeling their best. As a global leader, we welcome everyone into our caring community built on mutual respect, diversity, and inclusion.



At WACOAL, we value each person as an individual and believe in nurturing the body and mind so everyone can be their best. When people with different backgrounds are empowered to come together and share ideas freely, we as a society will achieve true harmony. By continuing to evolve, WACOAL leads the way to a world where kindness, inclusivity, and mutual respect are the standards, and the future is full of promise for everyone.

Comfortable inside. Confident outside.

Mission

The Wacoal Group's social mission is to help customers achieve a style that shows who they really are, rather than one-size-fits-all beauty; and contribute to enriching all people's lives, all around the world. The Group aims to become indispensable for society by building mutual trust with all stakeholders based on this mission and its founding principles, which we have carried on for the more than 70-year history of the Company.