

## The Wacoal Group's Journey

With the strong desire of Koichi Tsukamoto, its founder, to “devote his life to working for society” and “contribute to society through beauty” as its starting points, the Group has been dedicated to management based on mutual trust and overcome numerous hardships.



Bra pads launched on the market in 1949

### 1946

#### Founding

Having survived the war, Koichi Tsukamoto started a business dealing in women's personal ornaments. An encounter with “bra pads” in 1949 brought about a dramatic development in the business and became the foundation of Wacoal.



Sales counter at Takashimaya Kyoto Store

### 1950

#### Opening sales channels in department stores

The Company opened a sales counter at Takashimaya Kyoto Store. To capture the transition from Japanese to Western apparel, it commenced in-house manufacturing of women's underwear.

### Net Sales



Anthropometry in the late 1960s

### 1964

#### The start of human science research

The Company established the Product Research Department. Making innovations in product development including the establishment of a size system based on anthropometry, the department developed into the Human Science Research Center (today's Human Science Research & Development Center), which underpins the core of the business.



Wing sale counter at mass retailer

### 1975

#### Developing the mass retailer channel

The Company established dedicated sales corners in mass retailers and developed the Wing brand on the condition that prices would be protected, marking a turning point in business expansion.



Wacoal office building in the United States

### 1981

#### Expanding overseas markets

The Company began expanding in the United States, Hong Kong, and China. Despite facing challenges in the United States, Wacoal remained committed to quality and its sales policy and achieved profitability in 1995.



Sales floor at a directly managed store

### 2001

#### Starting the directly managed store business

The Company opened Subito, its first directly managed store, in Harajuku and took up the challenge of increasing customer footfall by opening stores tailored to the locations and customer bases.

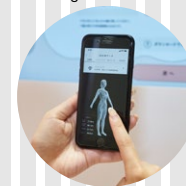


The fashion show of Wacoal Europe

### 2012

#### Starting full-scale development in the European market

The Company acquired Eveden Group Limited of the UK, achieving expansion of the brand and a stronger revenue base in Europe.



3D Measurement Service “SCANBE”

