

Domestic Business Topics

We are developing diverse initiatives centered on the areas of beauty, comfort, and health to help each and every customer realize their own unique beauty.

Osaka-Kansai Expo to Offer PHR Service “Healthcare Experience Starting with 3D Body Scans”



Wacoal Corp. was selected as a service provider for the Ministry of Economy, Trade and Industry’s demonstration project “2023 Supplementary: PHR Social Implementation Acceleration Project (Research and Demonstration to Identify Issues and Challenges for Creation of PHR Use Cases Based on Information Collaboration Infrastructure).” This initiative aims to expand the user base for Personal Health Record (PHR) services and create new use cases. In collaboration with asken Inc., known for its AI meal management app ‘asken’, Wacoal provided a new PHR service called “Healthcare Experience Starting with 3D Body Scanning.” (Exhibited from June 21–29, 2025)

Service Details

Using Wacoal’s 3D measurement service SCANBE, participants scanned their bodies with 3D body scanners at the venue. This data automatically syncs to the official Wacoal app “WACOAL CARNET,” allowing participants to visually confirm their body data. Then, by entering their desired goals within the app, participants received personalized dietary and exercise advice powered by asken’s expertise to help them get closer to their ideal. This achieves a seamless healthcare experience, from body visualization to actionable plan recommendations.

Selected for the “DX Stocks” List for the Second Consecutive Year



Wacoal Holdings Corp. has been selected for the second consecutive year as a “Digital Transformation Stock” (DX Stock), jointly selected by the Ministry of Economy, Trade and Industry, the Tokyo Stock Exchange, and the Information-technology Promotion Agency, Japan.

Key Initiatives Evaluated in DX Stock Selection

Wacoal offers a consistently satisfying customer experience both in-store and online, leveraging its traditional strength of consulting services provided by sales associates (beauty advisors), alongside its 3D measurement service SCANBE and apps. Furthermore, by utilizing accumulated 3D measurement data in multiple ways —through our services, manufacturing, and open innovation with various other industries—we are creating even greater customer experience value. In March 2024, we launched our first paid content “Fashion Framework Analysis,” which has received an overwhelmingly positive response that exceeded our expectations.



SCANBE measurements

Fashion Framework
Analysis POP-UP



Femcare Brand “YOJOY” Wins Women’s Empowerment Brand Award



3月8日は国際女性デー | 女性の生き方を考える日
HAPPY WOMAN FESTA 2025
Mayumi Farset
Personal Products Sales and
Merchandising Department
Wacoal Corp.

Wacoal Corp.’s “femcare” (feminine care) brand YOJOY has received the Women’s Empowerment Brand Award at the “HAPPY WOMAN AWARD 2025 for SDGs.” This award recognizes individuals and companies contributing to women’s empowerment and SDGs promotion through challenges and activities aimed at building a sustainable society.

Reason for Award

YOJOY was created to support women through each life stage, encouraging daily self-care even before any physical discomfort arises. Through digital content and a diverse range of self-care products —including body care items suitable for delicate areas and thoughtfully designed underwear—the initiative provides opportunities for women to connect with and care for themselves. This initiative promotes greater health awareness, contributes to overall well-being, and helps spread the importance of self-care throughout society. It has been highly recognized for its merit in creating an environment where women can live healthier, more authentic lives by developing innovative programs that support the balance of body and mind and encourage self-care.

About YOJOY

Born from an internal company project in October 2023, YOJOY is Wacoal’s first femcare brand. Rooted in the philosophy of “Yōjō”*, it focuses on the importance of daily self-care. The brand aims to help women find their balance and support them on their self-care journey.

* Yōjō: Literally “nurturing life.” Refers to mindful daily self-care to maintain and enhance one’s health and well-being.

