

Social Contribution Activities

Social Contribution
<https://www.wacoalholdings.jp/en/sustainability/contribution/>

The social contribution activities promoted by our Group embody, in various forms, our corporate Mission—the social mission we are committed to fulfilling in modern society.



Breast Care Activities

As a company whose core business manufactures women's innerwear, Wacoal views the increased incidence of breast cancer as a social issue that must be addressed if it is to continue growing.



Pink Ribbon Campaign



Wacoal Remamma

●Charity of Pink Ribbon

Wacoal Corp. has held the Pink Ribbon Fitting Campaign at Wacoal stores and the Pink Ribbon Campaign at Wacoal web store during the month of October every year, as part of its Pink Ribbon Activities that are designed to raise awareness of the importance of early detection, diagnosis, and treatment of breast cancer. At Wacoal stores, 10 yen per person when you get measured or try on a product, and 10 yen per purchase at the Wacoal website store, regardless of the type or number of products, will be donated to a pink ribbon organization.

●The Remamma Project

Since its launch in 1974, Wacoal's Remamma business has supported the desire to "be beautiful in your own way," offering innerwear and swimwear for women who have undergone breast surgery. In addition to establishing five Remamma Rooms nationwide, we hold consultation sessions staffed by dedicated advisors across the country.



Educational Activities

We conduct activities aimed at providing accurate knowledge to adolescents experiencing confusion and anxiety about changes in their bodies and minds, helping them view their growth in a positive light.



Wacoal's Outreach Program

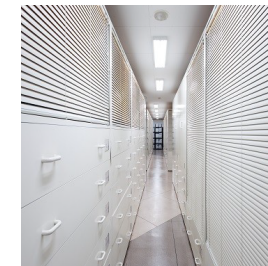
●Tsubomi School

Tsubomi School began in 2001, offering classes to elementary and middle school students (grades 4 through 9) and their parents and teachers. It teaches children how to choose underwear that fits their changing, growing bodies. Since adolescent children often feel confused or anxious about changes in their bodies and minds, the program was launched with the idea that they should "gain accurate knowledge and view their growth positively." In the workshops, Wacoal employees serve as instructors. Drawing on research data from the Wacoal Human Science Research & Development Center, they clearly explain topics like body shape changes and the differences between adult and child bodies. Furthermore, in line with the recent trend toward achieving gender equality in society, more schools are implementing co-ed physical education and sex education classes. Responding to these changes, Tsubomi School introduced a co-ed course for fourth-grade elementary students starting in 2023. This course allows boys and girls to learn together about topics such as "body changes during body changes during a key growth period (puberty)" and "the types and roles of underwear that protect private areas."



Cultural Activities

Wacoal has contributed to the promotion and development of Western clothing culture among Japanese women through its women's innerwear business. As part of such efforts, we have been engaged in various cultural activities focused on fashion and art.



Photograph courtesy of The Kyoto Costume Institute / Photo by Kazuo Fukunaga



SPIRAL GARDEN makes its debut in Kyushu

●The Kyoto Costume Institute (KCI)

In 1978, with the approval of the then Ministry of Education, the public interest incorporated foundation Kyoto Costume Institute (KCI) was established with our financial contribution to systematically collect, preserve, research, and exhibit Western clothing. The costume exhibitions showcasing the research findings of this foundation have been invited overseas, serving as a bridge for international cultural exchange in various locations.

●SPIRAL

In 1985, we opened SPIRAL, a complex of cultural facilities, in Aoyama, Tokyo, with the aim of bringing together life and art. The building features Spiral Hall and Spiral Garden, in which a variety of events are held, ranging from dramas, plays, and music concerts to symposia and art shows. While providing many opportunities for young artists to make presentations, SPIRAL has also worked with such young artists to develop diverse cultural projects. In 2025, marking its 40th anniversary, SPIRAL opened "SPIRAL GARDEN" a new mixed-use space featuring shops, cafes, and galleries, within One Fukuoka Building—SPIRAL's first venture into Kyushu.