

Reforming Ourselves to Win Out during and after the COVID-19 Pandemic

Worldwide, Wacoal creates offerings with the aim of helping women to express their beauty. The most significant form of value that we provide is through the continued creation of products loved by customers and new products that meet current needs. Given that customers' behavior and values have changed in many different ways due to the COVID-19 pandemic, we are changing how we view our research and sales capabilities as value-creating assets. By leveraging digital transformation to realize customer-focused value chain reform, we will evolve our capabilities as an organization.

WITH / AFTER COVID-19

TRANSFORMATION

