

The WACOAL Way

Mission

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.

Wacoal Group's Social Mission

The Wacoal Group's social mission is to contribute to the rich life of people throughout the world by helping them "be themselves," which includes not only uniform exterior beauty but also interior beauty. 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.

Founding Principles

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