

Progress in Value Creation

Since its foundation, the Wacoal Group has developed and evolved innerwear from the aspects of comfort, body contouring, and fashion with the goal of making people beautiful. Behind this evolution were changes in women's consciousness as expressed in trends, and technological innovations to respond to these changes. Customers' values have changed dramatically, and we are now in an era in which every one of us seeks beauty that is uniquely our own. We will continue to create new customer experiences and contribute to the enrichment and beauty of customers around the world.

1960s

The Tokyo Olympics were held and amidst a period of rapid economic growth, the mini-skirt boomed. It was a time of liberation among women who desired independence. It was also a time of great change in underwear with the advent of elastic materials.



1970s

Street fashion became popular, see-through and nude fashions appeared, and a trend toward enjoying fashion more freely emerged. Based on research into the body and the development of new materials, soft bras that flexibly correct the body and bras that express natural roundness appeared on the market.



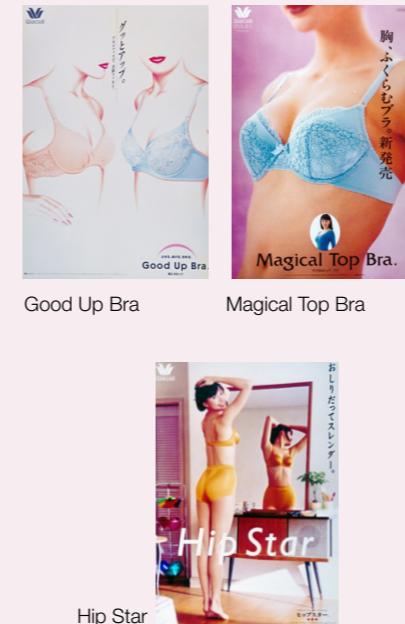
1980s

The fitness craze led to a trend toward body-conscious fashion, which takes the lines of the body into consideration. Shaping bras are also developed to suit different lifestyles.



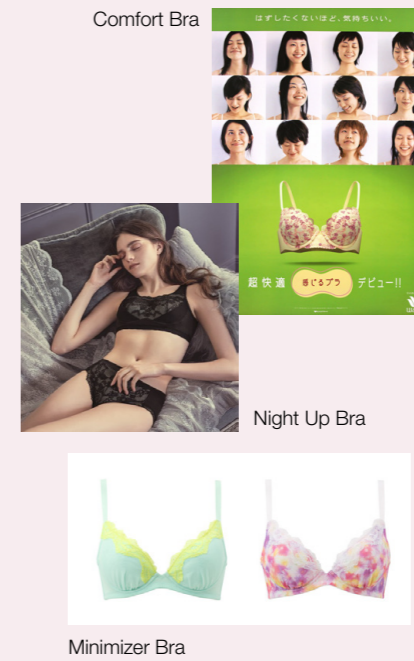
1990s

Changes in body consciousness continued into the 1990s. With women's growing desire to look more beautiful, hit products such as the Good Up Bra followed.



2000s

From the 2000s, the desire to live more naturally and in comfort emerges. People became aware of their own unique lifestyles and began to diversify. Bras continue to evolve, aiming for both beauty and comfort.



2020s

As expressed in the term "body positivity," this is an age in which each one of us seeks to realize our own unique beauty. We will continue to pioneer the realm of underwear culture and aim for further growth by providing services and value in response to the changing needs of our customers, utilizing measurement data and data obtained from our 3D measurement services.

