

An Active Program of Store Openings and Relocations Produces Results

Yofuku-no-Aoyama

Dream Town ALi Store



Loc City Sanuma Store



Savile Row zone in the Kohoku Center South Store



洋服の青山
Yofuku-no-Aoyama

At Yofuku-no-Aoyama, the Company's mainstay format, sales of suits and women's merchandise developed steadily in fiscal 2008 as a result of efforts focused on the capturing of new customer segments through the offering of new brands. Also, The Company implemented an active program of new store openings and store relocations, and the number of stores reached 702 at the end of the term.

Active Store Openings and Relocations

In fiscal 2008 the Company opened 14 new stores and relocated or rebuilt 24 existing stores. We sought to further increase market share by opening new stores and relocating stores in response to changes in market conditions such as catchment areas and consumer purchasing trends.

Launch of a Premium-Grade Suit Brand for the Children of Baby Boomers

In January of this year we commenced sales of HILTON TIME, premium-grade suits designed for the children of baby boomers. To appeal to this generation which is highly sensitive to fashion, we entered into an exclusive sales agreement for the HILTON TIME brand fashion with Tombolini of Italy and assembled a line of suits that offer unprecedentedly high levels of sense and quality. We aim to attract a new customer segment and further increase the volume of suit sales by offering this line together with the Savile Row brand of premium-grade suits for adults.



洋服の青山 & +A
Yofuku-no-Aoyama THE SUIT AOYAMA

Reinforcement of the Women's Merchandise Selection

Sales of women's merchandise developed favorably as a result of further reinforcement of product selection, including the launch of a new brand Miss JUNKO in October of last year, a new brand of women's merchandise. We will seek to further increase sales by offering lines of related items, including business suits for career women and first-time job seekers, formal wear, blouses, pumps, and accessories.

Opening a New Market

The Plus A The Suit Aoyama, launched in April of last year, is a format of stores in shopping centers in suburbs of regional cities that offer merchandise specifically for business use, mainly men's and women's suits. In fiscal 2008 we opened three stores, and the number of stores at the term end was three.



Plus A The Suit Aoyama
Loc City Mito-minami Store

Further Sales Expansion for Women's Wear

Yofuku-no-Aoyama & Plus A The Suit Aoyama

Womenswear zone in the Kohoku Center South Store



Womens' formal wear zone in Kohoku Center South Store



Creating Appealing Stores through Renovation

The Suit Company



Shizuoka Store



No-suit menswear zone in the Shizuoka Store



Womenswear zone in the Niigata LoveLa Bandai Store

THE SUIT COMPANY

In fiscal 2008 we opened two new The Suit Company stores, the Shizuoka Store in Shizuoka Prefecture and the Ikebukuro Higashiguchi Store in Tokyo, and relocated the Okayama Store in Okayama Prefecture. To revitalize existing stores and increase their appeal, we engaged in large-scale renovation of the Umeda Store, the ArcaKit Kinshicho Store and other stores. The number of stores at the term end was 30.



Canonico Super 110's Clear-cut striped serge 2-button classic suit



⌘ The Suit Company Select



The Suit Company Select is a brand of suits, shirts, shoes and other merchandise for discriminating customers sold via The Suit Company's website (e-shop) and at some stores. This merchandise reflects the opinions of customers who have requested higher-grade and more distinctive products.

⌘ Favorable Sales of Women's Merchandise

The Suit Company enjoyed favorable sales of women's merchandise, benefiting from enhancement of the product selection. The Suit Company offers items for every fashion need, including suits, slacks, coats, blouses, accessories, pumps and casual wear.



Cotton/linen hickory shirt-type one piece

Super 110's & silk striped 2-button notched lapel tailored jacket

THE SUIT COMPANY'S WEEKEND

To further increase brand recognition, we opened two new stores of The Suits Company's Weekend, the Unimo Chiharadai Store in Chiba prefecture and the Loc City Moriya Store in Ibaraki Prefecture. This brought the number of stores to 11 at the term end.



Super 120's & silk chambray herringbone striped 2-button advance suit

UNIVERSAL LANGUAGE



At Universal Language, we renovated existing stores and strove to expand the selection of appealing merchandise. The number of stores at the term end was 6.

Classic jacket
Cotton stretch pants
Button-down dress shirt
Suede slip-on shoes

Acceleration of Store Openings at Shopping Centers

The Suit Company's Weekend



Loc City Moriya Store

Expanding the Selection of Appealing Merchandise

Universal Language

UNIVERSAL LANGUAGE



Sapporo Stellar Place Store

Events to Attract New Customer Segments

CALAJA

Fuse South Store



Joetsu Central Square Store



Toyama Store

CALAJA CALAJA
CASUAL LAND JAPAN CASUAL LAND JAPAN

At CALAJA, in fiscal 2008 we reviewed merchandise content with a view to a recovery in business performance and worked to attract new customer segments by holding events to promote customer traffic, such as the Anniversary Festival, and utilizing the T Card loyalty points program of Culture Convenience Club Co., Ltd. We also endeavored to increase store loyalty by stepping up recruitment of members for the Melcaji Club for enjoying mobile phone email service. The number of stores at the term end was 51.



V-neck long-sleeve cardigan
Sleeveless print tunic
Cropped pants

Check shirt
(with print T-shirt)
Boot-cut denim pants



○Mens
Dappled panel border polo shirt
Cotton raglan T-shirt
Persons Jeans denim shorts

○Womens
Short-sleeve border polo shirt
with gathers at front
American casual short-sleeve print T-shirt
Denim gaucho pants

○Kids
T&C dyed print American
casual polo shirt
Denim flap half pants with
decorative buttons

Attracting New Customer Segments through an Expanded Selection of High-Grade Suits

A New Suit Brand – HILTON TIME

In January of this year we commenced exclusive sales of HILTON TIME suits at all Yofuku-no-Aoyama stores. HILTON TIME is a new brand of high-grade suits designed for children of baby boomers, a generation that is highly sensitive to fashion and whose consumption is second only to that of the baby boomer generation. By enhancing our selection of high-grade suits, we seek to attract a new customer segment and further increase the number of suits sold.

HILTON TIME is a brand created in the 1960s by Italian company Vestimenta. Giorgio Armani was initially involved in product design, with Vestimenta building a solid position for the brand Hilton by Giorgio Armani. Subsequently introduced around the world as a premium brand, it is widely recognized in Japan under the name HILTON TIME.



HILTON TIME
Single-breasted
two-button suit



HILTON TIME
Single-breasted
two-button suit



Special
topic

The Passing of Founder Goro Aoyama

Goro Aoyama, founder and chairman of Aoyama Trading Company, Ltd., died of pneumonia on January 15, 2008, at the age of 77.

Goro Aoyama founded the Company in 1964, opening Japan's first suburban men's clothing stores under his management philosophy: "I refuse to do the same as others." He devised a business model that overturned the conventional wisdom of the retail industry through innovations such as procurement by outright purchasing and the development of a multistore network, creating in a single generation Japan's largest men's clothing retail chain. The company mourns the passing of its founder. The management and employees will strive to carry on the spirit of the corporate philosophy – "Contributing to society through offering better clothing at lower prices" – and continue to work as one to achieve further customer satisfaction.

