

Implementing a Strategy Focusing on Tokyo and the Three Neighboring Prefectures

Yofuku-no-Aoyama

Yokohama Nishiguchi Store



HILTON・TIME zone



洋服の青山
Yofuku-no-Aoyama

For Yofuku-no-Aoyama, our mainstay format, we strove to expand market share through vigorous new store openings focusing on Tokyo and the three neighboring prefectures. In addition to TV commercials for a campaign tied in with a movie, “Handsome Suit,” we appointed Saki Aibu, an actress, as our new ad character (for details, see Page 9). These measures to attract the younger generation were effective. As a result of closure of three inefficient stores, the number of Yofuku-no-Aoyama stores at the end of fiscal 2009 was 715.

⊗ Accelerated Store Openings in Tokyo and the Three Neighboring Prefectures

In fiscal 2009 we opened 16 new stores of Yofuku-no-Aoyama, 10 of which are in Tokyo and the three neighboring prefectures, and relocated or rebuilt 25 existing stores. We intend to continue our focus on Tokyo and the three neighboring prefectures of Kanagawa, Saitama and Chiba where demand for our merchandise is expected to grow and further expansion of market share is possible.

⊗ Bipolar Strategy

Amid polarization of purchasing patterns for suits, enriching the ranges of premium-grade suits we offer, namely, the Savile Row brand of premium-grade suits for adults and the HILTON TIME brand introduced in February 2007 targeting the children of baby boomers, we communicated the excellent quality of our suits to customers. As a result, sales of these premium-grade suits were robust, pushing up the average unit selling price per suit 0.5% to ¥25,100. Since April 2009, we have implemented measures to offer high-quality suits at attractive prices in order to attract more business person. (For details, see Page 10.)

⊗ Increased Sales of Women's Wear

Brisk sales of women's merchandise continued from the previous year. "Miss JUNKO", a brand of women's merchandise that we offer, is highly regarded by young female customers because, in addition to the stylish design, the brand offers lines of related items, including business suits for first-time job seekers, coats, formal wear, blouses, and pumps for total coordination. We showcased Miss JUNKO collections at the 8th Tokyo Girls Collection, a fashion event held in March 2009 (for details, see Page 9.), with the aim of raising the brand awareness by stirring newsworthiness.

⊗ Online Sales Launched

In September 2008, we launched "Yofuku-no-Aoyama Premium" (<http://www.y-aoyama.jp/>), an Internet shopping site within the Yofuku-no-Aoyama website, and in October 2008, we opened "Yofuku-no-Aoyama PLUS" in Rakuten Ichiba and other online shopping malls. By launching online sales in a fully fledged manner, we aim to capture new customers.

Capturing New Customers

Yofuku-no-Aoyama



Womenswear zone



Yofuku-no-Aoyama Premium

<http://www.y-aoyama.jp/eshop>



Yofuku-no-Aoyama PLUS

- Yahoo! Shopping <http://store.shopping.yahoo.co.jp/y-aoyama/index.html>
- Rakuten Ichiba <http://www.rakuten.co.jp/y-aoyama>
- Pocket bidders (DoCoMo, Soft Bank, au)

Establishing a High-Quality Brand Image

The Suit Company



Chiba Store

Store Opened in One of the Largest Shopping Malls in Japan

The Suit Company's Weekend



AEON Lake Town Store

THE SUIT COMPANY

In February 2009, The Suit Company renewed its online shopping site (e-SHOP) (see the back cover.) to expand sales. To revitalize existing stores and create attractive stores, we engaged in large-scale renovation of the Hiroshima Store (Hiroshima Prefecture) and opened the Sapporo Store (Hokkaido) and the Chiba Store (Chiba Prefecture). The number of The Suit Company stores at the end of fiscal 2009 was 32.

☼ Wool Mark Campaign

The Suit Company executed “Wool Mark Campaign” in newspapers, magazines and Internet media and at stores in order to establish a high-quality brand image and to cultivate customers' confidence and trust in the quality of our products.



Kid mohair tropical chalk stripe classic 2B suit (mid-summer comfort specification); ¥29,400.

THE SUIT COMPANY'S WEEKEND

The Suit Company's Weekend opened the AEON Lake Town Store (Saitama Prefecture) at AEON Lake Town, one of the largest shopping malls in Japan. The number of The Suit Company's Weekend stores at the end of fiscal 2009 was 12.

UNIVERSAL LANGUAGE

In addition to the complete renewal of the Universal Language website, we launched online sales in February 2009 to expand sales and capture new customers. As one store was converted to Yofuku-no-Aoyama, the number of Universal Language stores at the end of fiscal 2009 was 5.



<http://www.universal-language.jp/>

CALAJA CALAJA
CASUAL LAND JAPAN CASUAL LAND JAPAN

At CALAJA, we renovated 22 stores to vitalize the existing stores. In addition to the review of sales floors according to targets and enhancement of the merchandise mix, we stepped up our efforts to increase the number of subscribers to “Melcaji Club”, which is a mobile phone-based membership service, in order to increase regular customers. As a result of closure of 21 inefficient stores, the number of CALAJA stores at the end of fiscal 2009 was 30.

Online Sales Started

Universal Language



Sapporo Stellar Place Store

Vitalizing the Existing Stores through Renovation

CALAJA

Ichinomiya Store



Saki Aibu as the New Ad Character for Yofuku-no-Aoyama



With the aim of captivating the younger generation, such as people who have just started to work and students seeking jobs, we appointed Saki Aibu, an actress, as the new ad character for Yofuku-no-Aoyama from February 2009 onward.

Since her debut in 2003, Saki Aibu has appeared in numerous dramas, including the NHK period drama “Tenchijin,” and is one of the most popular female personalities appearing in commercials. She is particularly popular among teenage boys and men in their 20s. We considered her lively character and attractive smile to be ideal for creating the brand image of Yofuku-no-Aoyama we pursue. In addition to TV commercials, she appears on our in-store advertising goods, direct mail and leaflets.

We intend to continue to use characters corresponding to targets in order to cultivate new customers.

Saki Aibu

Profile

Born on June 20, 1985 in Hyogo
Prefecture Blood type: O

Since her debut in 2003, she has appeared in many TV dramas thanks to her popularity and superb acting.

With her cheerful character, she is a hit with a wide range of consumers regardless of age and sex and is one of the most popular female personalities appearing in commercials.



Participation in the 8th Tokyo Girls' Collection



“Miss JUNKO” and “Mr.JUNKO II”, brands produced by fashion designer Junko Koshino, which are handled by Yofuku-no-Aoyama, participated in the 8th Tokyo Girls' Collection held in Tokyo in March 2009.

A powerful acrobatic performance by dancers in stylish suits had a big impact on the audience. The stage presented and communicated the vision of the Miss JUNKO and Mr.JUNKO II brands to the fashion-conscious women and men in the audience.

topic 3

Tie-up with Kansai Yamamoto: Offering Brand Suits at Attractive Prices

As a campaign to cheer and support businessmen in Japan who are working hard in the midst of the global recession, in April 2009 we introduced attractively priced suits under the Sissy by

Kansai Yamamoto brand produced by world-renowned fashion designer Kansai Yamamoto, at all Yofuku-no Aoyama stores. These suits are offered at ¥18,900 (tax included), which is less than half the price they would usually cost. This campaign was realized through the tie-up with Kansai Yamamoto who is promoting "Nihon Genki Project" that aspires to invigorate Japan. Adhering to our business policy of offering higher quality goods at lower prices, we will continue our endeavors to provide high-value-added products at reasonable prices to enhance customer satisfaction.



topic 4

Masahiro Inoue as the New Character for CALAJA

In May 2009 we assigned Masahiro Inoue, an actor, as the new character for CALAJA, with the aim of captivating a wide range of customer segments, including young men and women, especially young housewives whose visits to CALAJA stores are increasing.

He is the main character in the TV drama "Masked Rider Decade" broadcasted by the TV Asahi network and is highly popular among young women, especially young housewives, and young men.

At present, he appears on CALAJA leaflets, on the website and in in-store advertising. We intend to increase his exposure as the new face of CALAJA.

Masahiro Inoue

Profile
Born on March 20, 1989
Blood type: B

Debuted in 2008 in the musical The Prince of Tennis. He plays the leading role in the TV drama Masked Rider Decade broadcast by the TV Asahi network since 2009. With a height of 182cm, he is good at baseball, tennis, and swimming.

