



March 26, 2015
Kakaku.com, Inc. (TSE code: 2371)

Kakaku.com launches men's fashion web magazine “+CLAP Men”!

Basic concept: "Style tips from pros"

**Daily delivery of hot trends for men in their 30s and 40s
from professional fashion writers**

**Introduced items can be purchased immediately using links to e-commerce sites and
“Kakaku.com”**

Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371) announces the launch of “+CLAP Men,” an online men's fashion magazine targeting men in their 30s and 40s.

Based on the concept of “Style tips from pros,” “+CLAP Men” delivers timely articles each day about seasonal and classic fashions as well as lifestyle topics written by professional writers with deep industry knowledge and keen awareness of the latest trends. The online format enables readers to access the latest fashion news fresh off the keyboards of these fashion experts. In addition, links to e-commerce websites and the customer purchasing support site “Kakaku.com” make purchasing items featured in the web magazine’s articles on a one-stop basis.

URL: <http://mens.tasclap.jp/> (accessible from PCs and smartphones)

About the launch of “+CLAP Men”

Men in their 30s and 40s with a strong interest in and preference for high-quality fashion items regularly follow fashion news in magazines and on the internet. Fashion articles targeting this demographic on “Kakaku.com” have proven highly popular, prompting the launch of this new media to provide more extensive and timely coverage of fashion news and topics.

“+CLAP Men” combines the extensive knowledge and experience of professional fashion writers with its own editorial expertise to speedily deliver high quality and reliable contents to its target readership, when busy career and private lives make efficient access to news on the latest trends and enjoying the styles of the day that are most suitable to their personal preferences and needs.

* “+CLAP” is spoken as “tasuclap”, which is a combination of the Japanese word “tasu” meaning “plus” and the English words “scrap” for newspaper/magazine article cutouts and “clap” for applause. This naming represents the web magazine’s basic aim of being a media for high-quality articles worthy of readers’ applause and saving for future reference.

Special features of “+CLAP Men”

●Daily delivery of high-quality articles by professional writers

+CLAP Men’s team of writers active in the fashion industry write articles based on their highly specialized knowledge and access to the latest industry news. Readers are able to search for articles by entering key words or the names of favorite brands.

Articles are classified into six categories: clothes, small fashion items, footwear & shoes, wristwatches & accessories, interior & household goods, and personal care & health.

●Featured items can be purchased immediately via e-commerce sites after comparing prices on “Kakaku.com”

Items that strike the reader’s fancy can be purchased by simply clicking on the product photo or title to access e-commerce websites. Of course, readers can first compare prices on “Kakaku.com.”

●Latest information can be accessed anytime and anywhere via PCs and smartphones

The “+CLAP Men” website has prepared user interfaces that provide easy viewing of text and images on any device. Readers can access information while commuting to work or whenever they have a spare moment.

Examples of articles

- ・2015 – A good year for denim. What to add to your denim collection (<http://mens.tasclap.jp/a142>)
- ・Great wallet selection with different price ranges your annual income! (<http://mens.tasclap.jp/a144>)
- ・Military fashion – Camouflage sneakers as a subtle fashion point (<http://mens.tasclap.jp/a139>)
- ・Mechanical watches with colorful clockfaces (<http://mens.tasclap.jp/a128>)
- ・Beautiful candle interior decoration (<http://mens.tasclap.jp/a101>)
- ・Out with the old norm! Five fashionable and efficient new nail clippers (<http://mens.tasclap.jp/a84>)

“+CLAP Men” will continue to build an archive of interesting articles, including thematic special features, as the website expands its high-quality content provided by professional fashion writers. “Kakaku.com” also plans to develop a lineup of web magazines under the “+CLAP” brand name.

▼The latest contents from “+CLAP Men” can also be found on its official SNS sites:

- ・Facebook: <https://www.facebook.com/tasclap.men>
- ・Twitter: https://twitter.com/tasclap_men
- ・Google+: <https://plus.google.com/u/0/117241353091553117828/>

Top Page Image (PC)

The screenshot shows the +CLAP Men website interface. At the top, there's a navigation bar with the site logo and a search bar. Below this, three featured articles are displayed in a row, each with a large image and a title. The first article is about denim, the second is about mechanical watches, and the third is about coffee mugs. Below the featured articles, the page is divided into two columns. The left column is titled '最新記事' (Latest News) and contains four articles with small images and titles. The right column is titled '人気記事' (Popular News) and contains three articles with small images and titles. At the bottom of the page, there are social media sharing icons for various platforms.

Image examples (Smartphone)Top Page

CLAP Men

PICK UP



今春はデニムがトレンド！狙うは“USED加工モノ”

ウェア・衣類 2015.03.18

機械式腕時計でカラー文字盤

腕時計・アクセサリ 2015.03.20

最新記事

 疲労回復効果あり!? 『クロックス』のWeb限定サンダル

靴・シューズ 2015.03.25

 クルーネックのコットンニットが春先に大活躍する!?

ウェア・衣類 2015.03.25

 理想の年収から逆算!! 財布は価格で選ぶべき!?

ファッション小物 2015.03.25

 ジャケット感覚で軽快に着られるステンカラーコート!

ウェア・衣類 2015.03.24

 今年はデニムの当たり年。買い足しデニムは何にする?

ウェア・衣類 2015.03.24

 彼女やパートナーとシェアする、ユニセックスなコスメ

ビューティー・ヘルス 2015.03.24

 服好き男なら知っておくべき名作軍パン

Articles

CLAP Men

靴・シューズ

 そんなのあった!? 日本未発売の『ニューバランス』

街行けば目にする『ニューバランス』。人気モデルは被ることも多く、やきもきしてた人も多いのでは? そこで注目なのが日本未発売の『ニューバランス』という選択です。

桐田 政隆 2015.03.24

f t g+ B! LINE

J.クルー別注以外にも良作があります!

日本未発売というのは、日本で正式展開されていないモデル。最近ではJ.クルーの別注が人気がありますよね。ただ、ほかにも「なんだこの色!?!」、「こんなモデルあったっけ?」てな、物欲を刺激するモデルがあります。



DAMAGEDONE ONLINE

Part1


『ニューバランス』MR993CGD

こちらは人気モデル993の米軍Coast Guard (湾岸警備隊) モデル。米軍が別注したMilitary Packというアメリカ限定シリーズの1足で、ほかにはAIR FORCE (空軍)、ARMY (陸軍)、NAVY (海軍) などのモデルがあります。このコストガードモデルは星条旗を思わせる、トリコロールのカラーがイイですね。

Articles

CLAP Men

ウェア・衣類

 ダサいと思われたくない人向けのファッショントピ15ss

「おしゃれに見られたいわけではない。けど、それなりに見られたい」こんな人が多いのでは。そこで、程よく流行や世間の目と付き合せて、女性ウケも◎のアイテムをご紹介します。

編集! 2015.03.24

f t g+ B! LINE


なりたいのはノームコアとかの流行じゃなくて、ダサくないファッション!

おしゃれなんか自由に楽しめばいいじゃんって思われがちですが、30オーバーの大人がちんどん屋なコーデはちょっと…。「おしゃれに見られたいんじゃないって、最低限のおしゃれをしたいんだ!」っていう世間の声に応じて、今年の春、どんな服を選べばいいのか考えてみました。

Item1

まずはネイビーのカーディガンを買っておこう!

まだ肌寒い今の時期からクーラーがガンガン効いた夏の室内まで使えるカーディガンは、持っておいて間違いないアイテム。特にネイビーは多くの制服の色としても採用されるほど日本人の肌となじみがよく、トレンドカラーの上に、メイビーこれからは廃れることはないと思うので、是非入手しておきましょう!


Kakaku.com corporate profile

Address: EBISU IMARK GATE,

3-5-7, Ebisu-minami, Shibuya-ku, Tokyo 150-0022

Representative Director, President: Minoru Tanaka

Business description: Planning and operation of sites

Sites operated by Kakaku.com, Inc.: http://corporate.kakaku.com/en/en_company/en_service.html**Media contacts**

Public Relations Office

Kakaku.com, Inc. e-mail: pr@kakaku.com