

FROM ISETAN TO THE WORLD: ISETAN SHOES (\*) Seeking to Change Your Life from Shinjuku to the World with ISETAN SHOES

- ISETAN SHOES to Be Displayed for 1st Time at Premiere Classe to Be Held in Paris from Jan. 22, 2016 -

Isetan Mitsukoshi Holdings Ltd. will participate for the first time in Premiere Classe that kicks off in Paris, France, on Jan. 22, 2016. During the event, Isetan Mitsukoshi, the operator of one of Japan's largest department store networks, will present its world view which is expressed by its "this is japan." corporate message. Isetan Mitsukoshi's products, services and shop dressing on display at the event will allow people from all over the world to feel values created by Japanese culture, tradition and people's aesthetic consciousness appreciated by the world.

Isetan Mitsukoshi will take advantage of artisanship it has nurtured by producing "NUMBER TWENTY-ONE," the company's ladies' shoe brand that originated at the Isetan Shinjuku Main Store, known as the world's best fashion museum, to display a lineup of about 200 stock-keeping units as the "ISETAN SHOES" (\*1).

(\*1) ISETAN SHOES is not an official brand name but is the name of the lineup that will be used when it is displayed at Premiere Classe.

Related link:

<http://pdf.irpocket.com/C3099/OumS/nPHt/WIEH.pdf>

1. About ISETAN SHOES to be displayed at Premiere Classe

- Period: Friday, January 22 - Monday, January 25

- Venue: F140 (booth), HALL3, Porte de Versailles

Related link: <http://www.premiere-classe.com/en/>

Under the themes "FROM ISETAN TO THE WORLD" and "Change your life from Shinjuku to the world with ISETAN SHOES," the ISETAN SHOES lineup consists mainly of well-designed and easy-to-wear Japanese-made shoes. These shoes were produced in precisely managed manufacturing processes, such as manually cutting materials.

1) Shoes produced in collaboration with four other brands, including a world-class creative

brand and another that is aiming to be an original Japanese brand to the world.

- Isetan Mitsukoshi has produced ladies' shoes -- which can communicate the corporate group's world view in combination with fashion items (apparel) -- in collaboration with the creators of the apparel. The company has thus succeeded in creating ladies' shoes in a completely new genre.

Collaboration with world-class brands:

- FACETASM

FACETASM showed an outstanding performance in the Milan Collection. Shoes that were produced through collaboration between designer Hiromichi Ochiai and Isetan Mitsukoshi that has nurtured skills of producing shoes drew particular attention in the Tokyo Collection. Isetan Mitsukoshi will continue the same partnership in the 2016 Fall/Winter collection to offer new styles of shoes produced in Tokyo.



(From FACETASM, 16SS Tokyo Collection. Category from "Collaboration with world-class brands".)

- newneu.

newneu.'s Velcro shoes can be decorated with customers' favorite fur and art pieces such as bijoux. Under the theme "Amusing shoe designs," Isetan Mitsukoshi is collaborating with newneu. to allow customers to design their own shoes.



(From newneu., 16SS LOOK. Category from "Collaboration with world-class brands".)

Collaboration with CREATOR'S TOKYO, a Japanese brand that is aiming to be world-class

CREATOR'S TOKYO is a team of budding designers who have passed the screening in the Tokyo New Designer Fashion Grand Prix's professional category and who have received financial assistance. This program was launched in 2011 by the Council of Industry-Academia Collaboration on Textiles and Fashion, the Tokyo Metropolitan Government and the Tokyo Fashion Business and Revitalize Council of Japan, and has drawn attention from fashion circles all over the world.

Brand lineup: doublet, CINOH, IN-PROCESS, LOKITHO, YUKIHERO PRO-WRESTLING etc.



(From doublet.)

Category from "Collaboration with CREATOR'S TOKYO, a Japanese brand that is aiming to be world-class".)



(From CINOH.)

Category from "Collaboration with CREATOR'S TOKYO, a Japanese brand that is aiming to be world-class".)



(From IN-PROCESS, 16SS Tokyo Collection.

Category from "Collaboration with CREATOR'S TOKYO, a Japanese brand that is aiming to be world-class".)



(From LOKITHO, 16SS LOOK.

Category from "Collaboration with CREATOR'S TOKYO, a Japanese brand that is aiming to be world-class".)

2) Japan's most advanced materials used by Isetan Mitsukoshi to produce easy-to-wear, high-quality shoes by pursuing beauty and functionality  
 - Isetan Mitsukoshi offers a new lineup of products using Toray's Ultrasuede and Kuraray's Clarino. At the site of Premiere Classe, sessions in which visitors can order shoes from among those of over 20 colors will be held.



(Isetan Mitsukoshi offers a new lineup of products using Toray's Ultrasuede and Kuraray's Clarino)

- Ultrasuede, a highly sensitive, sophisticated material produced by Toray which is known for its development of microfiber is used for shoes in this lineup. This material is light, durable and flexible. Technology of reducing environmental burdens is fully utilized in Toray's Ultrasuede made with recycled polyester resin.

Related link: <http://www.ultrasuede.com/>

- Joint development of composition of materials with Kuraray: Isetan Mitsukoshi and Kuraray have jointly developed materials used to create beautiful curves that are important for shoes.

Related link: <http://www.kuraray.co.jp/en/>

## 2. Overseas strategy

Comment by buyer Yoshisato Munetomo



Yoshisato Munetomo: Joined Isetan in 2005. Took up his current position in 2012 after stints as a stylist, assistant buyer, and assistant sales manager for ladies' accessories at the Isetan Shinjuku Main Store. As an Isetan Mitsukoshi buyer, Munetomo has visited 13 countries to work with suppliers and manufacturers.

“We would like to offer new ideas and send new messages to the world and liven up Tokyo's fashion through Shinjuku Isetan's ladies' shoes made in collaboration with creators and using cutting-edge materials. We would like people in not only Asia but also America and Europe to enjoy creative shoes from Isetan.”

## 3. Links:

Video site introducing Isetan Mitsukoshi Holdings Group:

<http://www.imhds.co.jp/english/company/movie/>

Isetan Mitsukoshi Holdings Group's corporate message, “this is Japan.”:

<http://this-is-japan.jp/60/>

Corporate data on Mitsukoshi Holdings Group:

<http://www.imhds.co.jp/english/company/number.html>

“NUMBER TWENTY-ONE” -- ISETAN SHOES’ original point:

<http://www.imhds.co.jp/english/depakachi/>

Corporate website:

<http://www.imhds.co.jp/english/>

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