

## Isetan Mitsukoshi, back in Italy to showcase original shoe label NT BY ISETAN MITSUKOSHI at theMICAM in Milan

Isetan Mitsukoshi Holdings will showcase its range of original fashion shoes at theMICAM, the leading international footwear fair, held between February 12 and 15, 2017 at Fiera Milano in the town of Rho, in Milan, Italy.

Isetan Mitsukoshi's flagship store, Isetan Shinjuku Main Store is regarded by many as the "Fashion Museum of the World". At theMICAM, Isetan Mitsukoshi will present its original shoe line that were developed at the Shinjuku store. The shoes are both fashionable and functional and since their introduction, they have become among the best selling products at Isetan Shinjuku's ladies' footwear section, attracting a loyal following. After leaving an indelible impression at Paris Premiere Classe in January and theMICAM in September last year, Isetan Mitsukoshi is back again at Fiera Milano for the second time. Out of 600 SKUs from the 2017 Autumn/Winter collection that were designed for sales in Japan, 120 that are suited for the international market will be showcased.

From this year, Isetan Mitsukoshi's original domestic shoe brand *NUMBER TWENTY-ONE* will carry a new trademark of "*NT BY ISETAN MITSUKOSHI*" for the international market.



### **1. NT BY ISETAN MITSUKOSHI's exhibition details at theMICAM**

- Dates: Sunday, February 12 – Wednesday, February 15
- Venue: Fiera Milano in Rho, Milan (Italy)
- Booth location: International Designers' Booth



NT BY ISETAN MITSUKOSHI

NT's shoes are created under the concept of "valuable products that make you feel uplifted" and its lineup consists of shoes that are trendsetting today, easy to wear, and made from premium quality materials.

#### **What sets NT BY ISETAN MITSUKOSHI apart**

① **We collaborate with various Japanese creators: those who are active globally as well as young up and coming creators based in Tokyo.**

We plan to showcase hip and functional shoes designed in collaboration with *FACETASM*, *CINOH* and *doublet*.

② **A bigger range of customizable shoes.**

The customizable shoe range (co-created with fashion brand *newneu*.) proved to be a hit since its introduction at Premiere Classe in 2016. At the upcoming theMICAM, a wider range of customizable products including bags and accessories will be unveiled.

③ **NT "Cinderella" shoes & bags**

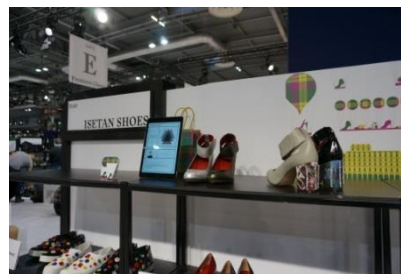
A brand new product line inspired by the fairy tale *Cinderella* by the Brothers Grimm is now available from NT. These products contain motifs such as a glass slippers, pearls and fur that represent the iconic story.

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## **2. About our participation at Premiere Classe**

In January 2016, “Isetan Shoes” were displayed for the first time at the international accessory tradeshow Paris Premiere Classe, with the notion to “change the world’s feet from Shinjuku (Isetan’s main store in Tokyo)”. Isetan collaborated with six brands, that included internationally renowned Japanese labels as well as ones that were exposed to the overseas market for the first time, to make new types of ladies’ footwear that would exemplify each creator’s different style and essence. Also, the materials used for these shoes, such as rubber and artificial leather, reflected the latest technology reflected Japan’s world-class manufacturing technology. Approximately 200 SKUs were displayed during Premiere Classe.



**Our PR movie,  
Premiere Classe 2016**



<https://youtu.be/Z1zda-xPzlc?list=PLxAEj4OZ-24vLTwtecQMxOfFgsIxcBVK>

## **3. Isetan Mitsukoshi’s original shoe brand, NT BY ISETAN MITSUKOSHI**

“I am looking for high heels but can’t seem to find the ones that fit right.” “There aren’t that many shoes that are both comfortable and fashionable.” NT BY ISETAN MITSUKOSHI was created in 2011, in response to some of these feedback from our customers.

The original brand name NUMBER TWENTY-ONE is derived from the 21<sup>st</sup> story in Grimms’ Fairy Tales, *Cinderella*. As with Cinderella’s glass slippers, we hope our shoes fit and look perfect on our customers.

Currently NT BY ISETAN MITSUKOSHI offers four lines of products. Because you wear them everyday, we pursue valuable world-class products that will “make you feel uplifted”, “meet the current trend” and are “created with premium material”. Through Isetan Mitsukoshi’s creative expertise and distribution platforms, we strive to deliver shoes our customers will want to wear out and enjoy wearing in different scenes in their daily lives.

### **<History of NT BY ISETAN MITSUKOSHI>**

2011	<ul style="list-style-type: none"> <li>NUMBER TWENTY-ONE was established as an original ladies’ footwear brand through the agency of “stock purchase structure reform”; Isetan Mitsukoshi’s effort to respond to customer needs by enabling speedy development of original labels.</li> </ul>
2014	<ul style="list-style-type: none"> <li>February: Isetan Mitsukoshi began its wholesale distribution of NUMBER TWENTY-ONE shoes to Shinsegae Department Store in Korea. The shoes received much praise in Korea, so much so that some models sold out in just two weeks.</li> <li>During the 2014 fiscal year, Isetan Mitsukoshi group sold approximately 60,000 pairs of NUMBER TWENTY-ONE footwear, according to the 2014 financial report.</li> </ul>
2015	<ul style="list-style-type: none"> <li>February: NUMBER TWENTY-ONE shoes were provided and featured in <i>FACETASM</i>’s 2016 spring/summer collection.</li> <li>March: Isetan stores in Shanghai, China and Kuala Lumpur, Malaysia began selling the shoes. This occasion provided an opportunity for Isetan Mitsukoshi to pursue markets in other parts of Asia and the world.</li> <li>April: NUMBER TWENTY-ONE released a line of dance shoes in collaboration with the Japanese pop group, Perfume.</li> <li>NUMBER TWENTY-ONE became one of the best selling brands at Isetan Shinjuku Main Store during 2015. Both unit sales and revenues rivaled other top famous labels at Isetan.</li> </ul>
2016	<ul style="list-style-type: none"> <li>January: NUMBER TWENTY-ONE was displayed at Premiere Classe, a fashion accessory tradeshow in Paris.</li> <li>March: NUMBER TWENTY-ONE released a new line of fashion accessory items (handbags, stoles, umbrellas and sunglasses).</li> <li>April: Isetan Mitsukoshi established a new wholesale distribution team for NUMBER TWENTY-ONE and began its sales activities overseas.</li> <li>August: NUMBER TWENTY-ONE set up its Instagram account.</li> <li>September: NUMBER TWENTY-ONE was part of the MICAM for the first time. Another exhibition was held in Paris shortly after. Also a new jewelry line was introduced.</li> <li>October: The shoes became available at ISETAN The Japan Store Kuala Lumpur in Malaysia.</li> <li>December: UK department store chains, Liberty and Selfridges, set up NUMBER TWENTY-ONE stalls for a limited time.</li> </ul>
2017	<p>January: Liberty and Selfridges begin distributing NT BY ISETAN MITSUKOSHI.</p>

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