The evolution of UNIQLO
HEATTECH & Ultra Light Down

Shuichi Nakajima,
Executive Vice President,
Product Development and Merchandising,
UNIQLO Co., Ltd
Customer feedback

80,000 responses

UNIQLO aims to offer everyday clothing that exceeds customer expectations

“I can’t wear bulky layers when I meet with clients, and Ultra Light Down is thin enough to wear under my suit jacket.”
(Japan, male, 50s)

“I wish there was a HEATTECH slip that I could wear under my dress.”
(Japan, female, teens)

“I used to hate walking my dog in the winter, but now I look forward it.”
(Japan, female, 40s)

“I wrote to express my gratitude to UNIQLO for its amazing clothing. Last week, when I was travelling on the Trans-Siberian Railway to Moscow, the Ultra Light Down came in very handy.”
(Japan, female, 20s)

“The Ultra Light Down is perfect over my sweater. I can easily wear a jacket over it on particularly cold days.”
(England, male, 30s)
Real customer reviews

“Ultra Light Down doesn’t constrict movement at all. I wear it all the time, especially when I go hiking.”
(Japan, female, 40s)

“My Ultra Light Down jacket is the most useful item in my wardrobe, because it folds up to nothing. I take it with me everywhere I go!”
(England, female n, 20s)

“It’s just as convenient as it seems in the ads – it rolls up, and is effortlessly portable. I take it with me every time I travel to Paris.” (China, female, 40s)

“It’s even lighter and warmer than I imagined. I almost forget that I have it on. I love it!” (Korea, male, 50s)
Real customer reviews

“HEATTECH helps me stay warm when I play sports outside in the Winter, so I golf more than ever.” (Japan, male, 30s)

“I only need one lightweight shirt over my HEATTECH innerwear to stay warm, regardless of the temperature at work. HEATTECH helps me stay comfortable.” (England, female, 20s)

“I need HEATTECH, whether indoors or out, during the Winter. It is really thin, and not constrictive at all. It’s addictive!” (England, female, 20s)

“Beijing Winter’s are very cold, and HEATTECH is a must have! I am amazed by the warmth that it provides.” (China, male, 30s)
Are you familiar with UNIQLO Ultra Light Down?

Japan: 80% Yes

Worldwide (10 countries): 60% Yes

Note: The above results are based on an online, independent survey of the 10 international markets in which UNIQLO had a retail presence in 2012 (Japan=413; elsewhere worldwide=3,986)
Have you ever purchased UNIQLO HEATTECH?

- Japan: 60% have
- Worldwide (10 countries): 20% have

Note: The above results are based on an online, independent survey of the 10 international markets in which UNIQLO had a retail presence in 2012 (Japan=413; elsewhere worldwide=3,986)
Based on Japanese technology, UNIQLO HEATTECH and Ultra Light Down are rapidly becoming a part of daily life the world over.
UNIQLO Ultra Light Down has received extensive attention from the international media, and was featured on the cover of *Time* magazine.
Growing demand, worldwide

- Europe and the US have logged among the highest sales in the world for Ultra Light Down, since its introduction in July 2013.

- Portable Ultra Light Down jackets are changing people’s perception of outerwear in places where temperatures fluctuate significantly throughout the day.

- HEATTECH is even popular in Singapore, where the average outdoor temperature is above 30°C year round, because it keeps people warm in air-conditioned buildings.

- HEATTECH has changed the way that people dress in Winter, ensuring comfortable warmth even in frigid cold.
The teamwork behind the clothing that challenges conventional wisdom
Product development based on customer feedback

“I would wear down if it wasn’t so bulky”

Product Design
UNIQLO developed a light, thin down jacket

Production
UNIQLO achieved the ultimate in lightness and warmth, by removing down packs
The secret to the lightness and warmth - changing perceptions of down

High-quality down, with a fill power of more than 640, retains warmth with less material

<table>
<thead>
<tr>
<th>The lightness is possible because of extra fine nylon threads.</th>
<th>Human hair (magnified)</th>
<th>Ultra-fine nylon yarn (magnified)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A special material processing method has made it possible to directly pack down feathers without them coming out.</td>
<td>Before special processing</td>
<td>After special processing</td>
</tr>
<tr>
<td>The removal of the down packs has also made the jackets lighter</td>
<td>Cross section of a down garment with down packs</td>
<td>Cross section of Ultra Light Down, which does not use down packs</td>
</tr>
</tbody>
</table>
Product development, based on customer feedback

“I want to be stylish, even in down”

UNIQLO offers more colors

UNIQLO overcomes the difficulty of dyeing nylon
A range of colors and patterns, to meet customer needs

Ink rapidly adheres to polyester fibers, but UNIQLO needed advanced technologies to use dense nylon fibers for the Ultra Light Down line. Through this innovation, UNIQLO is able to offer a wider range of colors and patterns, to meet consumers’ varied needs, at affordable prices.
The evolution of Ultra Light Down - 2013
Matching nylon pouches for the entire Ultra Light Down line

This season, all Ultra Light Down jackets come with matching nylon pouches for easy portability, so they’re always on hand when you start to feel cold.
The new compact jacket

The Compact Jacket, the lightest item in the Ultra Light Down lineup at less than 100 grams, is as convenient as a cardigan.
A diverse lineup, to meet all customer needs

UNIQLO expanded its selection of colors and patterns by using an unprecedented transfer printing technique.

For the first time ever, UNIQLO is now offering various prints, as well as denim and knit options, thanks to its new transfer printing technique. These new, fashionable designs offer more Ultra Light Down styling possibilities.

A total of 13 styles for men and women, in approximately 160 colors and patterns.
Product development based on customer feedback

“I want thinner but warmer innerwear”

UNIQLO defied conventional wisdom by taking on the challenge of creating synthetic innerwear

UNIQLO’s pursuit of comfort changed conventional wisdom about synthetic innerwear
UNIQLO set out to create a thinner, lighter, and more comfortable material. It produced a combination of four fibers to create HEATTECH.

### Characteristics of each fiber

<table>
<thead>
<tr>
<th>Fiber</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rayon</td>
<td>Warming by heat of absorption and moisture transfer</td>
</tr>
<tr>
<td>Acrylic fiber</td>
<td>Air pockets help to retain heat</td>
</tr>
<tr>
<td>Polyurethane</td>
<td>Stretchable</td>
</tr>
<tr>
<td>Polyester</td>
<td>Absorbs perspiration, and dries quickly</td>
</tr>
</tbody>
</table>
**Product development based on customer feedback**

“Please change the designs so they don’t look too much like innerwear -
I want to be able to show off my HEATTECH”

<table>
<thead>
<tr>
<th>Product Design</th>
<th>UNIQLO tackled the challenge of expanding its range of colors and patterns → More items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>UNIQLO developed fiber technology to overcome the difficulty of dyeing four different materials at once</td>
</tr>
</tbody>
</table>
Technological innovation to produce more colors and patterns

HEATTECH is made of four different fibers. This presents a major challenge, because unevenness in color can result when fibers absorb dye at different rates.

Through extensive research, UNIQLO developed a special dyeing technology that allows HEATTECH to offer a wider range of colors and patterns.
The evolution of HEATTECH - 2013
1.5 (*) times warmer than before

New Extra Warm HEATTECH
1.5 (*) times warmer than before

- 1.5 times warmer (warmth-retaining functionality)
  UNIQLO improved HEATTECH’s heat-retention rate, by changing the knitting of the material and napping the inside

- Great for winter sports, as well as mountain climbing

(Calculated using clo figures, which measure clothing insulation. Refers to the warmth of HEATTECH Extra Warm compared with regular HEATTECH innerwear. Men’s 1.4 times, and women’s 1.6, on average).

(Test method is ISO9920).
Blendhing Camellia Oil into the Fabric, for a Softer Fabric Texture

This year’s HEATTECH line for women uses camellia (tsubaki) oil

Camellia oil has been blended into the fabric of women’s HEATTECH innerwear to produce an even softer fabric texture.
The HEATTECH family

In addition to UNIQLO’s core lineup of innerwear, HEATTECH is now available in a wider range of outer layers, including sweaters and leggings pants.
Each month, UNIQLO introduces items based on collaborations with different brands

Celia Birtwell
HEATTECH boat neck T

SOU・SOU
HEATTECH crew neck T

Orla Kiely
HEATTECH V neck T

EK JAM FACTORY BY ELEY KISHIMOTO
HEATTECH turtle neck T
Functional innerwear, for year-round comfort

Face the elements year round, with HEATTECH and AIRism

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="HEATTECH" /></td>
<td><img src="image2.png" alt="HEATTECH" /></td>
<td><img src="image3.png" alt="HEATTECH" /></td>
<td><img src="image4.png" alt="HEATTECH" /></td>
<td><img src="image5.png" alt="HEATTECH" /></td>
<td><img src="image6.png" alt="HEATTECH" /></td>
<td><img src="image7.png" alt="HEATTECH" /></td>
<td><img src="image8.png" alt="HEATTECH" /></td>
<td><img src="image9.png" alt="HEATTECH" /></td>
<td><img src="image10.png" alt="HEATTECH" /></td>
<td><img src="image11.png" alt="HEATTECH" /></td>
<td><img src="image12.png" alt="HEATTECH" /></td>
</tr>
<tr>
<td><img src="image13.png" alt="AIRism" /></td>
<td><img src="image14.png" alt="AIRism" /></td>
<td><img src="image15.png" alt="AIRism" /></td>
<td><img src="image16.png" alt="AIRism" /></td>
<td><img src="image17.png" alt="AIRism" /></td>
<td><img src="image18.png" alt="AIRism" /></td>
<td><img src="image19.png" alt="AIRism" /></td>
<td><img src="image20.png" alt="AIRism" /></td>
<td><img src="image21.png" alt="AIRism" /></td>
<td><img src="image22.png" alt="AIRism" /></td>
<td><img src="image23.png" alt="AIRism" /></td>
<td><img src="image24.png" alt="AIRism" /></td>
</tr>
</tbody>
</table>

On sale year round

Select the innerwear with the functionality that optimizes comfort, year-round