

The evolution of UNIQLO HEATTECH & Ultra Light Down

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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 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)

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

“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)

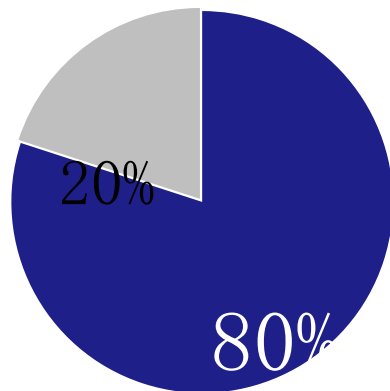
“I need HEATTECH, whether indoors or out, during the Winter. It is really thin, and not constrictive at all. It’s addictive!” (England, female, 20s)

“Beijing Winter’s are very cold, and HEATTECH is a must have! I am amazed by the warmth that it provides.” (China, male, 30s)

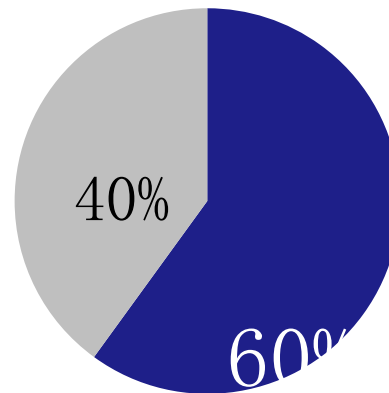
Are you familiar with UNIQLO Ultra Light Down?

■ Yes ■ No

Japan:
80% Yes



Worldwide (10 countries):
60% Yes



Note: The above results are based on an online, independent survey of the 10 international markets I

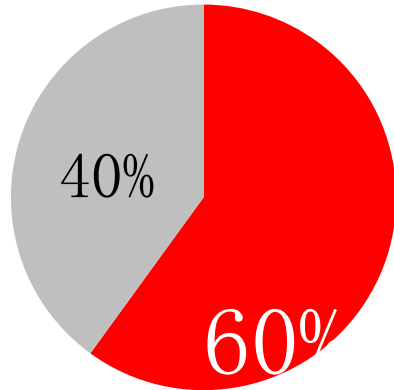
in which UNIQLO had a retail presence in 2012 (Japan=413; elsewhere worldwide=3,986)

Have you ever purchased UNIQLO HEATTECH?

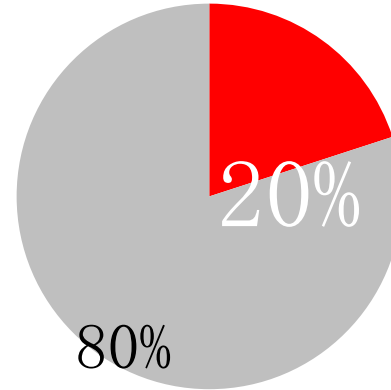
■ Yes

■ No

Japan:
60% have



Worldwide (10 countries):
20% have



Note: The above results are based on an online, independent survey of the 10 international markets I

in which UNIQLO had a retail presence in 2012 (Japan=413; elsewhere = 3,986) worldwide= 20

From Japan to the world



2009 - present



2003 - present

Based on Japanese technology,
UNIQLO HEATTECH and Ultra Light Down
are rapidly becoming a part of daily life
the world over.

From Japan to the world



UNIQLO Ultra Light Down has received extensive attention from the international media, and was featured on the cover of *Time* magazine



◀ It is a down coat, but it is warm enough to keep out the cold and light enough to fold up into a small bag.



2012 Global Gifting

HEATTECH offers exceptional warmth and comfort, the world over



Growing demand, worldwide

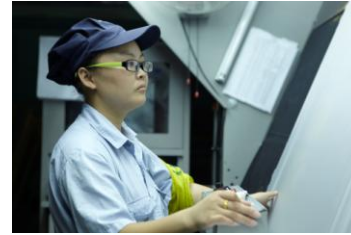


- Europe and the US have logged among the highest sales in the world for Ultra Light Down, since its introduction in July 2013.
- Portable Ultra Light Down jackets are changing people's perception of outerwear in places where temperatures fluctuate significantly throughout the day.



- 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

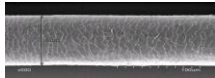
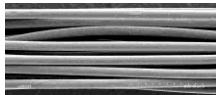
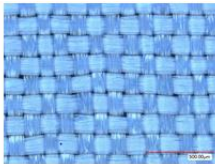
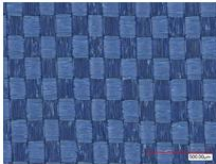


UNIQLO developed a light, thin down jacket

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

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

Product development, based on customer feedback

“I want to be stylish, even in down”



Product
Design

UNIQLO offers more colors

Production

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”



Product
Design

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

Production

UNIQLO's pursuit of comfort changed conventional wisdom about synthetic innerwear

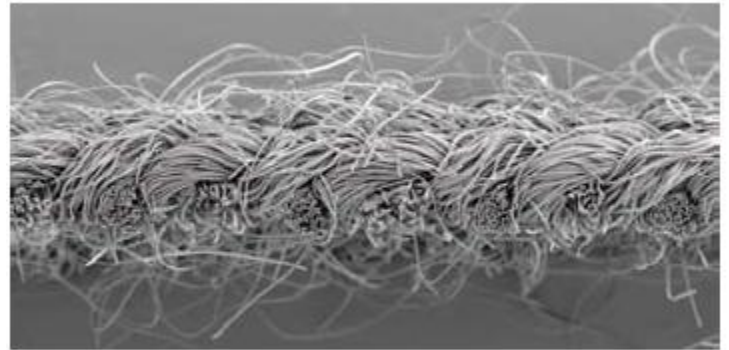


Innerwear made of four different fibers

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

Rayon	Warming by heat of absorption and moisture transfer
Acrylic fiber	Air pockets help to retain heat
Polyurethane	Stretchable
Polyester	Absorbs perspiration, and dries quickly





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”



Product
Design

UNIQLO tackled the challenge of expanding its range of colors and patterns → More items

Production

UNIQLO developed fiber technology to overcome the difficulty of dyeing four different materials at once



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).



Blending 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.



HEATTECH sweater



HEATTECH fleece



HEATTECH lounge dress



HEATTECH slip



HEATTECH waist warmer short bottoms



HEATTECH body warmer2P



HEATTECH leggings pants



HEATTECH corduroy pants



Collaborations, for more colors and patterns

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





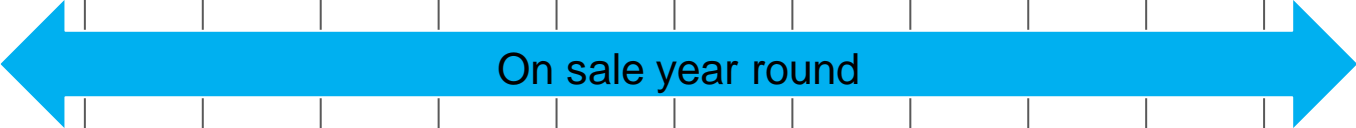


EK JAM FACTORY BY ELEY KISHIMOTO
HEATTECH turtle neck T



Functional innerwear, for year-round comfort

Face the elements year round, with HEATTECH and AIRism

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
												
	 On sale year round											

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

UL
ULTRA
LIGHT
DOWN

