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related readers



START TODAY CO.,LTD.

January 31st 2018

Start Today Co., Ltd.

# **START TODAY launches its private brand “ZOZO”, available for purchase starting today ~ Providing made to order basic items for every body : ¥1,200 T-shirts and ¥3,800 denim pants~**



“be unique, be equal”



The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by Start Today Co., Ltd. (CEO Yusaku Maezawa, Headquarters in Chiba city) has launched its very first private brand “ZOZO”, and purchases will be available starting today, January 31<sup>st</sup> Wednesday.

“ZOZO” is a new brand offering basic apparel items, which provides “made to order clothing” to fit every body shape of our customers. The brand will use the body data, which will be instantly measured by wearing the

“ZOZOSUIT”, with the built-in stretchable sensors.

ZOZOTOWN has continuously made an effort for each of our customers to find the right size of clothing by developing an original measurement standard, and standardizing the size chart among brands.

However, due to the current situation where most apparel clothing is provided in limited sizing, such as S, M and L, many customers have experienced frustration that comes from wearing unfitted clothing. From clothing that simply does not fit their body to sleeves that are too long and pants that are too short, many customers struggle to find well-fitting clothing. Though on the other hand, the alterations can even end up changing the original design.

“ZOZO” was established based on the hope of resolving the frustration of our customers regarding sizes. By developing the “ZOZOSUIT”, which can precisely measure each customer, and by providing the “ZOZOSUIT” for free, we hope to bring this experience to as many customers as possible. Moreover, we have also been dedicated in the research development of creating a clothing line of basic items that will fit every body uniquely and perfectly, while keeping the silhouette flattering.

Regarding product development, we have developed pattern designs by considering thousands to tens of thousands of body shapes per item. In addition, we are committed to guaranteeing and maintaining high quality, a short lead time and reasonable pricing. In order to achieve this, we have succeeded in realizing an entirely new product development method, by establishing a production line dedicated to “made to order” manufacturing, where IT / automation is applied to the production process.

In general, made to order products are made from scratch after receiving orders, therefore, it requires several weeks to months before the customer receives the actual product, and this is why the growth for the made to order market has been limited. However, by analyzing the supply demand and the body measurement data of our customers in advance, Start Today has developed a system to hold the right amount of stock, by understanding the size patterns with high demands, which will allow us to deliver made to order clothing to our customers within the following day up to two weeks.

We hope to inspire our customers through our clothing on a global level, by offering high quality made to order items.

Start Today will continue to provide the “ZOZOSUIT” for free, and to further develop our basic item lineup.

#### “ZOZO” Items

Item : Crew Neck T shirt  
Price : 1,200 yen (Including tax)  
Color : White, Black, Navy, Gray (Total of 4 colors)

#### 【MENS】



◆When the size is perfect, it looks good on you.

We have created a T-shirt with aim of bringing you a clean design, free of any unnecessary elements, and a better fit, one based on your exact measurements. We invite you to experience this one-of-a-kind fit.

#### Crewneck T-Shirt

We've created the ideal neckline, with the right width and length, for your precise measurements. The collar width can be adjusted by the millimeter to best suit your unique neckline.

#### Width of each stitch

The width of each stitch will be adjusted accordingly to what looks best for your unique shape.

#### Bodyline

We analyze your perfect measurements to determine the best silhouette for your individual body.

#### Arm width

Have you ever experienced sleeves too tight? Not having enough room around your arm or having too much? You will no longer experience such difficulties with the ZOZO T-shirt.

#### A high-quality comfort that you will want to feel and touch every day

By using "40 double yarn thread", we can provide an extremely comfortable touch that makes wearing this t-shirt especially comfortable. No matter how many times you wash it, it will not lose its color and its material will not wrinkle. When compared to the average thread, this thread has been processed to prevent fluff, which results in preventing pilling.

#### Easy to clean, always looks sharp.

Our T-Shirt includes a binder neckline in order to avoid having the neckline stretch out after washing. By adopting a strong binder neckline, you no longer have to worry about your t-shirt changing shape or size in the neckline.

#### 【WOMENS】



◆The perfect fit for each body, "your size".

This T-shirt solves the issue of having wrinkles that come from an ill fit in the chest, or the length being too short and showing your back. When the size is made with you in mind, it's a better fit.

We have created a T-shirt with the aim that you feel the perfect fit, free of any unnecessary elements. Please experience our one and only perfect fit.

#### Crewneck T-Shirt

We've created the ideal neckline, with the right width and length, for your precise measurements. The collar width can be adjusted by the millimeter to best suit your unique neckline.

**Width of each stitch**

The width of each stitch will be adjusted accordingly to what looks best for your unique shape.

**Bodyline**

We analyze your perfect measurements to determine the best silhouette for your individual body and to show off your feminine waist line.

**Bodyline**

We analyze your perfect measurements to determine the best silhouette for your individual body.

◆A high-quality comfort that you will want to feel and touch every day

Without using any chemical fibers, we have selected a fabric that is soft on the skin and which stays fresh while wearing.

◆Research on the thickness of the thread

By using 20 single yarn which is a slightly thicker type of thread, and tying it into one thread, our t-shirt contains the right amount of air to keep it soft without being sheer.

◆Easy to clean, always looks neat

We have adopted a binder neckline for the line from the shoulder to the neck in order to avoid the shape around the neck from changing. You can wash this T-shirt without it losing its original shape, especially where sweat stains and make up stains tend to stand out around the neck line.

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- Item : Slim tapered denim pants
- Price : 3,800 yen (Including tax)
- Color : One wash, Indigo blue, Light indigo blue  
(Total of three colors)

**【MENS】**



◆The perfect fit for each body, “your size”

We will adjust the size of the buttons, width of stitches, size of the pockets and other details according to you size, down to every millimeter. You will be able to feel the perfect fit with these made to order denim pants.

◆Your very own tapered silhouette

The design of the tapered silhouette, which gradually becomes thinner towards the hem will make your legs look thinner and longer. You don't need to worry about getting the length shortened, it will fit you from the moment it is delivered to you.

◆You can customize the size, just the way you like it

You can customize the size and silhouette according to your preference. You could enjoy a more relaxing fit by loosening the waist a little, or shortening the length a bit – you can customize as you wish.

◆You can customize all the details according to your size

Once you look at yourself standing in the mirror, you notice that buttons and rivets surprisingly show presence. Of course, there are buttons that suit bigger people, and buttons that are better on smaller people. We change the size of each button for each body, considering the entire balance.

Pockets

The shape, size and placement of the back pocket is calculated to make you look flattering from behind.

Zippers

When the length of the zipper is not right, it makes the waist look unflattering. We will adjust the size and balance of the zipper to the length to ensure you a better leg shape.

Around the waist belt

We will adjust the belt width and belt loop in order to fit your waist, down to every millimeter. The belt loop is strengthened by adding three layers of fabric.

The perfect distressing for your size

The distressing behind the knee is carefully placed and adjusted to fit you overall body size and silhouette perfectly.

The distressed design in the hem

Since we will know the exact length of your legs by the measurements of the ZOTOSUIT, we can create the perfect length denim with a distressed hem design to suit you.

◆Well selected denim fabric

We have created a stretchable material that is comfortable to wear. The thickness of the fabric is 12.75 oz, which is not too thick but not too thin. By including only 1% of the stretchable material to the fabric, we have managed to keep the original touch of the denim but have also created a comfortable fit. It has high tolerance towards wrinkles, and fits better the more you wear it.

◆A clean and fresh one-wash denim

The “One wash denim” is made from a material that rarely loses its color, making it easier for you to wash it as many times you want. No need to worry about the color rubbing off on to your white T-shirts or white sneakers.



## **[WOMENS]**



### **◆The perfect fit for each body, “your size”**

You will no longer have to worry about the wright hip size with the wrong waist size, or the wright waist size with the wrong hip size. We can create a made to order pair of denim that will fit both your waist and hip line perfectly.

### **◆Your very own tapered silhouette**

The design of the tapered silhouette, which gradually becomes thinner towards the hem will make your legs look thinner and longer. You don’ t need to worry a about getting the length shortened, it will fit you from the moment it is delivered to you.

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◆A clean and fresh one-wash denim

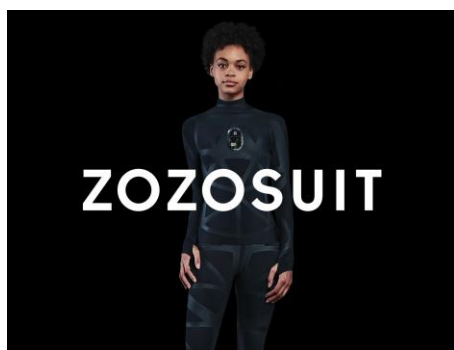
The “One wash denim” is made from a material that rarely loses its color, making it easier for you to wash it as many times you want. No need to worry about the color rubbing off on to your white T-shirts or white sneakers.

### Overview of “ZOZO”



■Name of brand	: ZOZO
■Brand Logo	: Attached on the left
■Service launch date	: 31 <sup>st</sup> January, 2018
■Items	: Crew-neck T-shirts, Denim Pants
■ZOZO website URL	: <a href="http://zozo.jp/pb/">http://zozo.jp/pb/</a>

### Overview of the “ZOTOSUIT”



The “ZOTOSUIT” is a body measurement suit with built-in stretchable sensors, which was co-developed between Start Today and “StretchSense Limited”, a soft stretch sensor development company in New Zealand.

By wearing the “ZOTOSUIT” (top and bottom) and then connecting the “ZOTOSUIT” to your smartphone through Bluetooth, your body size will be measured instantly, and can be saved into the ZOZOTOWN App.

\*Customers must download the “ZOTOSUIT” App to use the ZOTOSUIT.

The “ZOTOSUIT” will be provided for free to customers who pre-order on ZOZOTOWN.

\*Based on our shipping policy on ZOZOTOWN, we will charge 200 yen (Including tax) per order.

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