

Dear All media
related readers



START TODAY CO.,LTD.

July 3rd, 2018
Start Today Co., Ltd.

Start Today's Private Label, ZOZO, Will Expand Its Casual Apparel Lineup by Adding a V-neck T-shirt, Straight Denim and More to the Collection – 3 New Items for Men, and 4 for Women will be Available for Purchase beginning July 3rd



The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>), operated by Start Today Co., Ltd. (CEO Yusaku Maezawa, Headquarters in Chiba city), will launch a number of new apparel items, such as the V-neck T-shirt, Crew-neck Pocket T-shirt, and Straight denim for men, and the V-neck T-shirt, Oxford shirt, Straight denim and Skinny denim for women from its private label ZOZO, which will be available for purchase from July 3rd Tuesday, 6 pm JST.

ZOZO is a new brand offering “your size” clothing – basic apparel items that fit every customers’ body shape by applying body measurements captured by the ZOZO measurement system: the ZOZO app and ZOTOSUIT.

*The “your size” applies a custom-fit method, which is a production method where we prepare thousands of patterns for various body sizes in advance. We will deliver the best fit from our pattern database to each customer.

Please refer to the item details described below.

V-neck T-shirt

Item : V-neck T-Shirt
Gender : Men's and Women's
Price : 1,200 yen (including tax)
Color : White, Black, Gray, Navy
URL : Men's (PC) <http://zozo.jp/pb/men-vnecktshirt.html>
(SP) <http://zozo.jp/sp/pb/men-vnecktshirt.html>
Women's (PC) <http://zozo.jp/pb/women-vnecktshirt.html>
(SP) <http://zozo.jp/sp/pb/women-vnecktshirt.html>

【Men's】



【Women's】



The ZOZO V-neck T-shirt is a classic t-shirt without any unnecessary details – it's versatile and made according to your exact measurements. We have carefully considered the width and angle of the V-neck, leaving just the right amount of room around the throat and neck based on the precise measurements captured from each customer. We have also paid close attention to the width and length of the stitch that would best flatter each unique body. In addition, we have analyzed the best amount of fabric to create the ideal silhouette, for an effortless fit and flattering shape.

We have chosen organic fabric in order to maintain a soft texture without losing a crispness that is both comfortable

to wear. We have also selected a slightly thick thread called No.20 for the Women's t-shirt, and by tying this thread into one piece the fabric allows for just the right amount of air, while leaving a soft finish without being sheer.

Moreover, you can customize the size and personalize it as you please. For example, you can add or remove length and opt for a looser or tighter fit at the chest.

Straight Denim Pants

Item : Straight Denim Pants
Gender : Men's and Women's
Price : 4,900 yen (including tax)
Color : Indigo blue, Dark indigo blue, One wash, Light indigo blue
Limited page URL : Men's (PC) <http://zozo.jp/pb/men-straightdenim.html>
(SP) <http://zozo.jp/sp/pb/men-straightdenim.html>
Women's (PC) <http://zozo.jp/pb/women-straightdenim.html>
(SP) <http://zozo.jp/sp/pb/women-straightdenim.html>

【Men's】



【Women's】



The ZOZO Straight denim are inspired by a classic vintage fit, which includes added room for maximum comfort. Each detail has been carefully considered, including the length and waist, creating a well-balanced proportion for every body. In addition, the shape, size, and placement of the back pocket have also been designed to create a flattering shape. The zipper length has been adjusted so that the legs look long and well-balanced, and the width of the belt and belt loop around the waist is adjusted down to the millimeter in order to fit you perfectly.

Not only the lengths and waist, but the button and rivet have also been carefully considered to create a well-balanced proportion for every body, in addition, the shape, size, placement of the back pocket have also been calculated and designed to create a stunning back-appearance. The zipper length has been adjusted so that the legs will look long and well-balanced, and the width of the belt and belt loop around the waist-belt is adjusted down to each millimeter, in order to fit you perfectly.

The distressing behind the knee is carefully placed and adjusted to fit your overall body size and silhouette, allowing you to leave the damage at the hem. A comfortable fit and clean line from the waist down to the hem will create an ideal silhouette, making your legs look longer.

We've given much thought to the denim fabric – opting for a strong fabric in a 100% natural cotton with a firm and thick fabric, these denim pants can be worn for years.

The texture will increase over time as you wear and wash it repeatedly, which will create a more familiar texture to your body. The one-wash denim is using a particular dye that won't lose its color easily.

By thoroughly considering the washing time and temperature of the water, we succeeded in creating a fabric with the perfect strength, as well as bringing out a stylish color. The more you wear and wash the denim, the more it will fit you better. The one-wash denim also applies a dye that will prevent it from losing its color.

On top of this, you can even customize the size – loosening the waist or shortening the length, anyway as you wish.

Crew-neck Pocket T-Shirt

Item : Crew-neck Pocket T-Shirt
Gender : Men's
Price : 1,500 yen (including tax)
Color : White, Black, Gray, Navy
Limited page URL : (PC) <http://zozo.jp/pb/men-pockettshirt.html>
(SP) <http://zozo.jp/sp/pb/men-pockettshirt.html>



For the ZOZO Crew-neck Pocket T-shirt, we have carefully considered the placement, size and shape of the pocket based on each unique body, leaving enough space to show a natural and flattering body line. The home-base design of the pocket has the effect to create a long and well-balanced body line. By reducing the number of stitches as much as possible, the finish to the pocket is not too casual, allowing all generations to be able to wear it. Moreover, you can even customize the placement of the pocket, based on your dominant hand, right or left.

The angle of the crewneck has been calculated based on each unique body, to make sure to leave enough room around the throat for a comfortable fit. In addition, the collar width can even be adjusted down to each millimeter.

We are even committed to the fabric, by using a thread called No.40. The fabric that is made from this type of thread rarely loses its texture, and can prevent wrinkles. In addition, the t-shirt has a fluff-reducing process which can prevent pilling compared to a standard thread. Please enjoy customizing this t-shirt by adjusting the length and size around the chest to create a more relaxed look.

Oxford Shirt

Item : Oxford Shirt
Gender : Women's
Price : 3,900 yen (including tax)
Color : White
Limited page URL : (PC) <http://zozo.jp/pb/women-oxfordshirt.html>
(SP) <http://zozo.jp/sp/pb/women-oxfordshirt.html>



The ZOZO Oxford shirt is the ultimate basic shirt, created just for you. Not only can the neck, shoulder, chest, sleeve width / length, and body length be customized, but even the collar width and height, placement and size of the pocket can be adjusted down to the millimeter. The neck-line is perfectly balanced so that it leaves enough room around the neck for every unique body, as well as realizing a comfortable and effortless fit.

Considering the balance when coordinated with a bottom, both tucked in or out, the length can be adjusted down to 1~2 centimeters, and the sleeve length is designed to perfectly meet your wrist, without the need to roll-up your sleeves. The line from the chest to the waist has been shaped in order to create a feminine body-line. It's also easy to move around in the shirt due to the extra room around the hem, and the side is reinforced with a gazette, which adds a casual finish to it.

We used a 100% natural cotton, which will fit your body better each time you wash it, by increasing its texture, in addition to the smooth fabric that is clog-free. By washing the shirt during its product stage, and adding a puckering process. We have also come up with a creative solution to avoid the shirt from shrinking or showing fuzz. Above all, by adopting the plush core for the collar and cuff, we were able to create an ideal strength, as well as a comfortable texture.

In addition, the size of the neck, shoulders, chest, sleeve length, body length and wrist can be customized according to your preference.

Skinny Denim Pants

Item : Skinny Denim Pants
Gender : Women's
Price : 4,900 yen (including tax)
Color : Indigo blue, Dark indigo blue, Light indigo blue
Limited page URL : (PC) <http://zozo.jp/pb/women-skinnydenim.html>
(SP) <http://zozo.jp/sp/pb/women-skinnydenim.html>



The ZOZO Skinny denim is a custom-fit denim offering a fit that you have never experienced before. Not only have we considered the length and waist, but we also made sure that your underwear and back won't show whenever you bend over or sit. Moreover, we have studied the perfect hip-size that will create a feminine and sophisticated body line for each unique body. The hem will fit you perfectly without any alteration, offering a comfortable and stress-free fit around your thighs and calves.

Not only the lengths and waist, but the button and rivet have also been carefully considered to create a well-balanced proportion for every body, in addition, the shape, size, placement of the back pocket have also been calculated and designed to create a stunning back-appearance. The zipper length has been adjusted so that the legs will look long and well-balanced, and the width of the belt and belt loop around the waist-belt is adjusted down to each millimeter, in order to fit you perfectly.

The distressing behind the knee is carefully placed and adjusted to fit you overall body size and silhouette perfectly, allowing you to leave the damage-process at the hem. A comfortable fit and a straight-line from the waist down to the hem will create an ideal silhouette, making your legs look longer.

We have given significant consideration to the fabric, selecting a high-stretch fabric that will fit the body perfectly. The more you wear it, the more it will fit you better thanks to the 7% stretch. However, the stretch-and-recovery remains strong, insuring that the denim will not stretch and lose its shape after wear. This silhouette has enough rise to never fall too low in the back and is breathable enough to wear in any season.

With the combination of a high-stretch fabric and the perfect size based on your body measurement data, we can offer you the ultimate silhouette that will make your body line look amazing.

This skinny denim pant is a smart and feminine piece, needless to worry about the waist coming down or the unfit around the knees.

In addition, ZOZO is also planning to launch its very first formal apparel items, a Business suit and Dress shirt ensemble. As a result, ZOZO will be offering 8 items for men, and 6 for women. ZOZO is expecting to further expand its product line-up within the year.

The company’s goal is to spread this one of a kind fashion experience of “the ultimate fit” to customers all over the world, by providing the ZOZOSUIT for free, and developing new basic apparel items for ZOZO.

ZOZO



- Name of brand : ZOZO
- Brand logo : Attached on the left
- Service launch date : January 31st Wednesday, 2018
- Items : (Men’s) Crew-neck T-shirt, Slim tapered denim pant, Oxford shirt, Straight denim pant, V-neck T-shirt, Crew-neck Pocket T-shirt, Business suit, Dress shirt (Women’s) Crew-neck T-shirt, Slim tapered denim pant, Oxford shirt, Straight denim pant, Skinny denim pant, V-neck T-shirt
- ZOZO website URL : <http://zozo.jp/pb/>

The ZOZOSUIT



The ZOZOSUIT is a body measurement suit with a full body marker recognition system, which consists of 300~400 markers. This body measurement suit is powered by new technology that enables precise measurements, by photographing the dot markers that cover the entire suit from a 360 degree angle with your smartphone camera. A total of 24 body measurement points will be saved to your ZOZOTOWN app.

*Customers must download the ZOZOTOWN App to use the ZOZOSUIT.

We are currently delivering the “ZOZOSUIT” for free to customers who have placed their order from ZOZOTOWN.

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

【Inquiries regarding this press release】 Start Today PR E-mail: press@starttoday.jp



Start Today Co., Ltd. <http://www.starttoday.jp/>

Location WBG Maribu West 16F, Nakase 2-6-1, Mihamaku, Chiba City, Chiba, 261-7116, JAPAN

CEO *Yusaku Maezawa*

Established May 21, 1998 Capital stock 1,359,903,000 yen