

Dear All media

October 1st, 2018

ZOZO, Inc.

ZOZO Technologies, Inc.

ZOZOUSED, Inc.

Start Today Group Changes Its Corporate Name to “ZOZO” Starting October 1st

~Aiming to become a multinational apparel company with the name “ZOZO”, which stands for “Imagination” and “Creation” ~



ZOZO

The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by Start Today Co., Ltd. (CEO Yusaku Maezawa, Headquarters in Chiba city) has changed its company name to “ZOZO, Inc.” today, on October 1st. In accordance, group companies such as Start Today Technologies (CEO Tatsuya Kubota / CINO Yuki Kanayama, Headquarters in Tokyo Shibuya) will change its name to “ZOZO Technologies, Inc.”, and Crown Jewel Inc. (CEO Kouji Miyazawa, Headquarters in Tokyo Shibuya), will change its name to “ZOZOUSED, Inc.”

The word “ZOZO” is meant to express “Imagination” and “Creation”, which leads to creating new values. In addition, we will be using the same logo as our private label “ZOZO” for our company as well. The shapes ○ △ □ incorporated in the logo are all in different shapes and colors, although, in fact their sizes are all equal. Just like this logo, we all come in different colors and sizes, with different strengths and weaknesses, however, we all equally feel emotions such as happiness, anger, grief and excitement. By promoting our company slogan “be unique, be equal”, the ZOZO group is aiming to create a future where every single unique personality all over the world can come together through the power of fashion.

The ZOZO group has celebrated its 20th anniversary of establishment, and has come to its second stage with the launch of its private label “ZOZO”, which applies the body measurement data measured by body measurement suit, the “ZOZOSUIT”. We strongly believe that our service has the potential of solving the common “sizing issue” all over the world, hopefully for 7 billion people. Based on its group philosophy, “Make the world a better place, bring smiles to the world”, the ZOZO group is eager to promote its global expansion.

Our CEO Yusaku Maezawa has made a comment regarding the changes of our corporate name.

Message by CEO, *Yusaku Maezawa*

We are committed to “enjoy work” at ZOZO, Inc.

We are confident that we can prove how “enjoying work” can lead to the happiness of our customers, as well as those who support us.




Our approach to “enjoy work” shall change the current notion of work in our society.

When the “enjoy work” concept is accepted and practiced all over the world, and when our friends are happier and healthier more than ever, our future lives will be brighter, where we are no longer controlled by the power of money.

This is why we are dedicated to “enjoy work”.

October 1st, 2018
ZOZO, Inc.
CEO Yusaku Maezawa

New Company names

	■New Company name	: ZOZO, Inc.
	■Date	: October 1 st 2018, Monday
	■CEO	: Yusaku Maezawa
	■Location	: WBG Maribu West 15,16 and 8F, Nakase 2-6-1, Mihamaku, Chiba City
	■New Logo	: Left
	■New Company name	: ZOZO Technologies, Inc.
	■Date	: October 1 st 2018, Monday
	■CEO	: Tatsuya Kubota / CINO Yuki Kanayama
	■Location	: Aoyama Oval Building 3F, 5-52-2 Jingumae, Shibuya-ku, Tokyo
	■New Logo	: Left
	■New Company name	: ZOZOUSED, Inc.
	■Date	: October 1 st 2018, Monday
	■CEO	: Kouji Miyazawa
	■Location	: Aoyama Oval Building 3F, 5-52-2 Jingumae, Shibuya-ku, Tokyo
	■New Logo	: Left

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ZOZO, Inc. <https://corp.zozo.com/>
Location WBG Maribu West 16F, Nakase 2-6-1, Mihamaku, Chiba City, Chiba, 261-7116, JAPAN
CEO Yusaku Maezawa
Established May 21st, 1998 Capital stock 1,359,903,000 yen



ZOZO Technologies, Inc. <https://tech.zozo.com/>

Location Aoyama Oval Building 3F, 5-52-2 Jingumae, Shibuya-ku, Tokyo 150-0001, Japan
CEO Tatsuya Kubota / CINO (Chief Innovation Officer) Yuki Kanayama
Established April 1st, 2018 Capital stock 280,000,000 yen



ZOZUSED, Inc. <https://zozoused.co.jp>

Location Aoyama Oval Building 3F, 5-52-2 Jingumae, Shibuya-ku, Tokyo 150-0001, Japan
CEO Kouji Miyazawa
Established July 15th, 2005 Capital stock 123,456,789yen