

Dear All media
related readers

2018, December 7th

ZOZO, Inc.



The Private Brand “ZOZO” Launches Heating Innerwear in “Your Size”, The “ZOZOHEAT” and “ZOZOHEAT COTTON”, On Sale Starting From Today

~ The combination of excellent materials with high performing hygroscopic
heat generation in over 1,000 sizes of “Your size”,
creating comfort and warmth like never before~



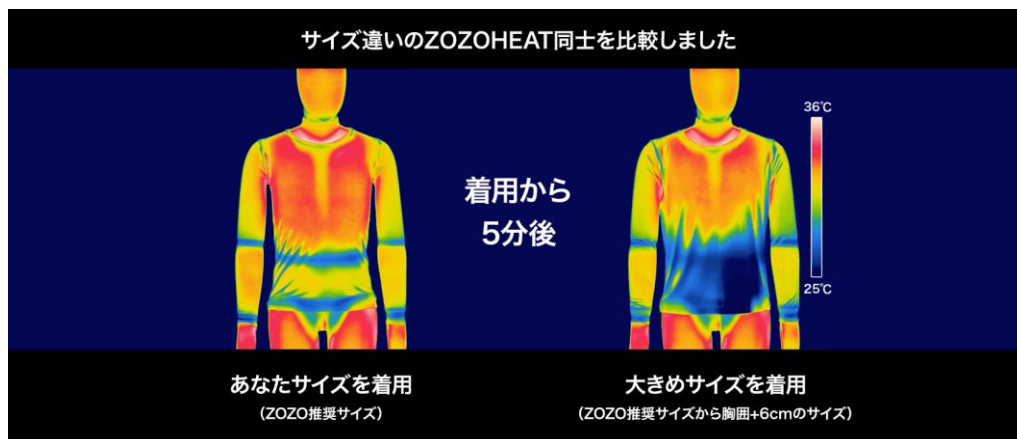
The Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by ZOZO, Inc. (CEO Yusaku Maezawa, Headquarters in Chiba city) announces its new products “ZOZOHEAT” and “ZOZOHEAT COTTON” of the private brand “ZOZO”, beginning sales today on December 7th.

The “ZOZOHEAT and “ZOZOHEAT COTTON” are heating innerwear with hygroscopic heat generation (*1) creating comfort and warmth like never before, which performs even better when worn in “your size” recommended by the private brand “ZOZO”. By providing the perfect “your size” in over 1,000 sizes, your skin and fabric will fit perfectly without any extra space, keeping the warmth captured in between. (*2)

(※1) The process of “hygroscopic heat generation” is when the fine fibers absorb water vapor generated from the skin efficiently, where the energy of the water molecules turn into heat, as a result creates warmth in the fabric.

(※2) We tested 2 different sizes of “ZOZOHEAT” on 2 thermal manikins simulating the heat generation of the human body, and compared the surface temperature with a thermal camera after wearing for 5 minutes. On the left is a perfect fitted “ZOZOHEAT” in “your size” recommended by ZOZO, and on the right is a 6 cm looser fit around the chest.

(※2) Verification results between 2 sizes of “ZOZOHEAT”



We have developed 2 types of heating innerwear – the “ZOZOHEAT” with the Merino wool blend which focuses on the warmth, and the “ZOZOHEAT COTTON” blended with natural cotton which is gentle on the skin.

We have also considered layering during the winter. The “ZOZOHEAT” and “ZOZOHEAT COTTON” are designed not to show from the sleeve or neck of your knits or shirts, offering 2 neck designs for both men and women that will go well with a variety of clothing. Especially, the V neck for men go well with the ZOZO Oxford shirt, and the ballet neck for women is perfect for the Merino crew. Please enjoy a stress-free layer style this winter.

Moreover, we removed that uncomfortable tingling feeling from the washing tag, by printing on the actual fabric of the ZOZOHEAT. Customers have the option of ordering their recommended sizes, or to make adjustments based on their preference. Men can customize the chest size, sleeve length from center back and overall length. Women can customize the chest size, sleeve length and overall length.

For product details, please refer to the description below.

“ZOZOHEAT”

Product name	: ZOZOHEAT
Gender	: Men’s and Women’s
Neck design	: (Men’s) Crew neck, V neck (Women’s) U Neck, Ballet neck
Color	: Black, Ivory
Material	: Rayon 44%, Acrylic 48%, Wool 5%, Polyurethane 3%
Price	: 990 yen (Including tax) → Limited price 790 yen (Including tax) (*)
On sale	: December 7 th Friday 2018
URL	: (PC) http://zozo.jp/pb/zozoheat.html (SP) http://zozo.jp/sp/pb/zozoheat.html

(*) The limited price will be available until December 13th Thursday 2018

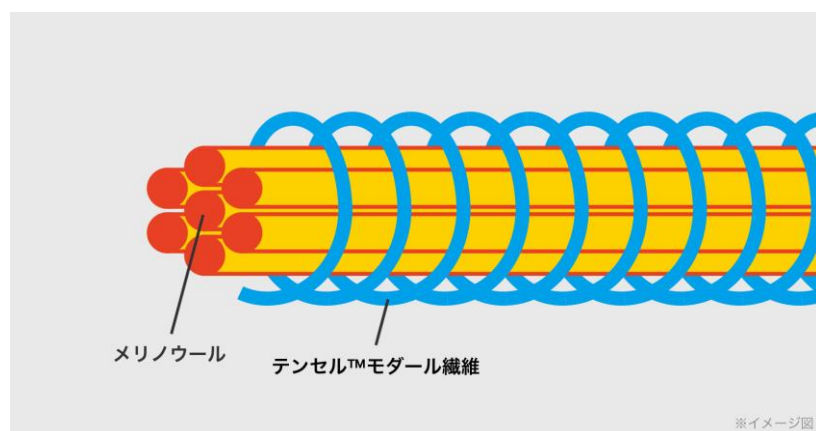


The “ZOZOHEAT” from ZOZO is a heating innerwear in “your size” from over 1,000 sizes, creating comfort and warmth like never before, by applying excellent materials with high performance in hygroscopic heat generation.

The “ZOZOHEAT” is made of Merino wool with high performance in moisture conversion and deodorant, wrapped with Tencel™ Modal (*) that has a fine touch, removing that tingling feeling common in wool. In addition, water vapor from body sweat contains kinetic energy, and this energy creates warmth in the fabric when water vapor is adsorbed and converted into moisture. The combination of our “your size” and this material will allow you to further experience comfort and warmth like never before.

(*) The Tencel™ Modal is a brand of Lenzing AG. The description on the product is “rayon”.

“ZOZOHEAT” Merino wool ×Tencel™ Modal



“ZOZOHEAT COTTON”

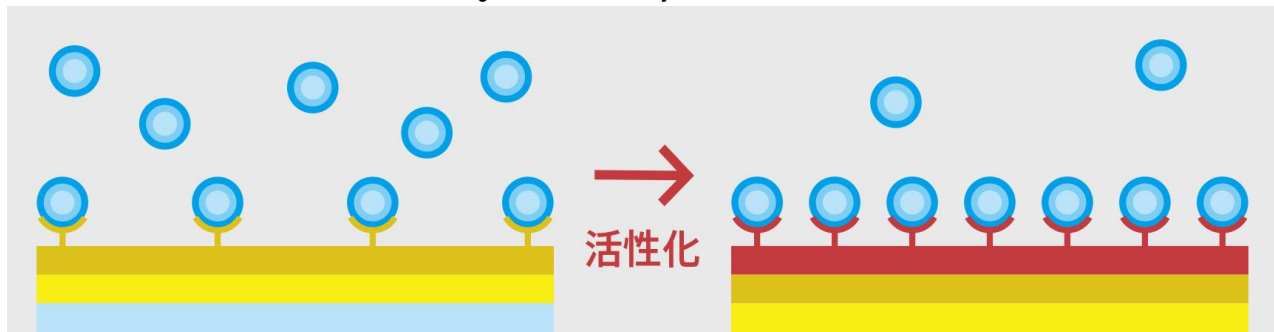
Product name	: ZOZOHEAT COTTON
Gender	: Men's and Women's
Neck design	: (Men's) Crew neck, V neck (Women's) U Neck, Ballet neck
Color	: Black, Off-white
Material	: Cotton 95%, Polyurethane 5%
Price	: 1,290 yen (Including tax)
On sale	: December 7 th Friday 2018
URL	: (PC) http://zozo.jp/pb/zozoheat.html (SP) http://zozo.jp/sp/pb/zozoheat.html



The “ZOZOHEAT” from ZOZO is a heating innerwear in “your size” from over 1,000 sizes, creating comfort and warmth like never before, by applying excellent materials with high performance in hygroscopic heat generation.

By blending a particular cotton with a high leveled moisture absorption and heat generation efficiency, developed in a special process, the material has a warm and soft finish. In addition, this product was inspired by the sewing method for baby clothes, where the seam allowance of the shoulder and torso is on the front side rather than the inside. This creates an extremely gentle touch that will feel smooth on your skin. The combination of our “your size” and this material will allow you to further experience comfort and warmth like never before.

“ZOZOHEAT COTTON” How cotton can raise heat generation efficiency at a molecular level



Private brand “ZOZO”

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 measurement device, the “ZOSUIT”.

*The ZOZOHEAT and ZOZOHEAT COTTON and other casual items that apply a production method called “pattern ordered”, 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. Customers can purchase pattern ordered items without their measurements from the “ZOSUIT”.



- Name of brand : ZOZO
- Brand logo : Attached on the left
- Service launch date : January 31st Wednesday, 2018
- Items : (Men’ s) Original Crew T-shirt, Slim Tapered Jeans, Casual Oxford, Wide Leg Straight Jeans, Cotton V-Neck T-shirt, Cotton V-Neck T-shirt, Business Suit (2B suit) , Dress shirt, Tie, Cotton Crew T-shirt, Stripe Crew T-shirt, Long sleeve crew neck t-shirt, Long Sleeve Stripe Crew T-shirt, Merino Crew, ZOZOHEAT, ZOZOHEAT COTTON
Total of 15 items
(Women’ s) Original Crew T-shirt, Slim Tapered Jeans, Casual Oxford, Wide Leg Straight Jeans, Mid-Rise Skinny Jeans, Cotton V-Neck T-shirt, Scoop Neck Long-Sleeve, Stripe Crew T-shirt, Long Sleeve Stripe Crew T-shirt, Fitted V-Neck T-shirt, Merino Crew, Skipper blouse, ZOZOHEAT, ZOZOHEAT COTTON
Total of 15 items
- 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 latest version of the ZOZOTOWN App to order and use the ZOZOSUIT.

The first “ZOZOSUIT” is provided for free to customers who have placed their orders from ZOZOTOWN.

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

ZOZOSUIT Website URL : <http://zozo.jp/zosuit/>

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