

Dear All media  
related readers

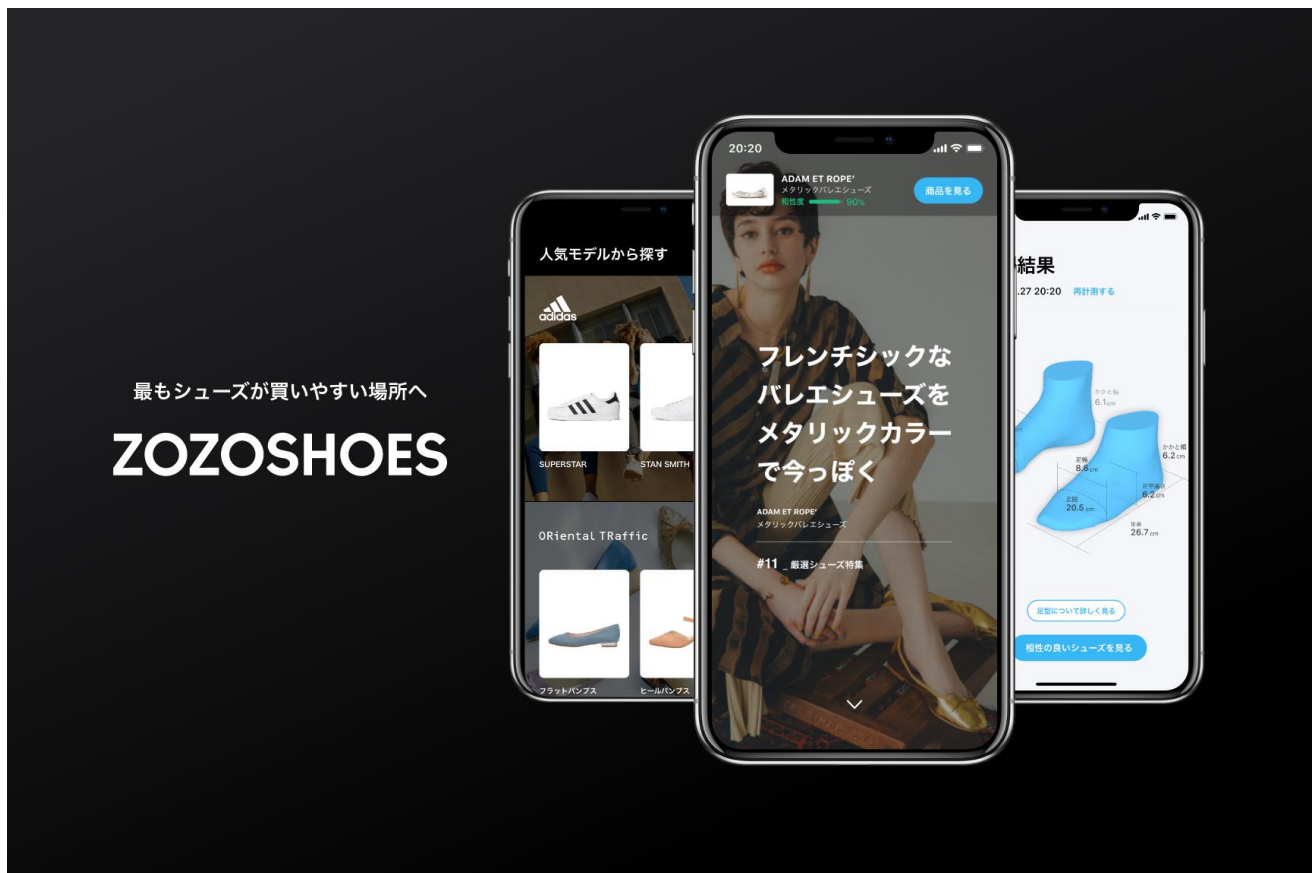
March 4<sup>th</sup>, 2020

ZOZO, Inc.



**ZOZO, Inc. launches ZOZOSHOES, a new platform exclusively dedicated to footwear, offers an unprecedented online shoe shopping experience.**

～ Powered by the ZOZOMAT, ZOZOSHOES represents a new way for customers to effortlessly find the best shoes with the best fit. ～



ZOZO Inc. (headquartered in Chiba City, Chiba Prefecture, Representative Director, President & CEO: Kotaro Sawada), which operates the online fashion retail website “ZOZOTOWN”, launches “ZOZOSHOES,” a new platform exclusively dedicated to footwear on March 4<sup>th</sup>, 2020 (Wednesday). ZOZOSHOES offers an unprecedented online shoe shopping experience that introduces a new way for its customers to effortlessly find the best shoes with the best fit.

ZOZOSHOES is a new platform completely dedicated to footwear and housed within ZOZOTOWN. By integrating media, commerce, and technology, ZOZOSHOES allows its users to buy shoes in the right size without ever having to try on the product. Customers can shop via shoe size recommendations powered by the ZOZOMAT, discover new products through original footwear editorials curated by shoe experts, and search products through a seamless UI designed specifically for online shoe shopping. Thanks to the development of the ZOZOMAT, an at-home measurement device that scans feet in 3D (announced June 2019), customers can enjoy enhanced and personalized product discovery. ZOZOSHOES aims to provide its customers with an elevated online shoe shopping experience that simulates the support and ease of an in-store shopping experience and delivers it online by state-of-the-art technology.

Selecting one's shoe size is typically limited solely to choosing the correct foot length. However, foot features such as instep height and foot width can play a significant role in both comfort and fit. In addition, buying footwear online has always been challenging as shoe sizes vary across both brands and products. As a result, buying footwear online can be an even more stressful experience than buying apparel online.

Currently, the size of the domestic shoe market is estimated to be approximately 1.4 trillion yen. (\*1) ZOZOSHOES is an opportunity for ZOZOTOWN to meet its objective of becoming the best place to purchase shoes online while aiming to further expand its merchandise value in the shoe category, which is currently 40 billion yen. (\*2)

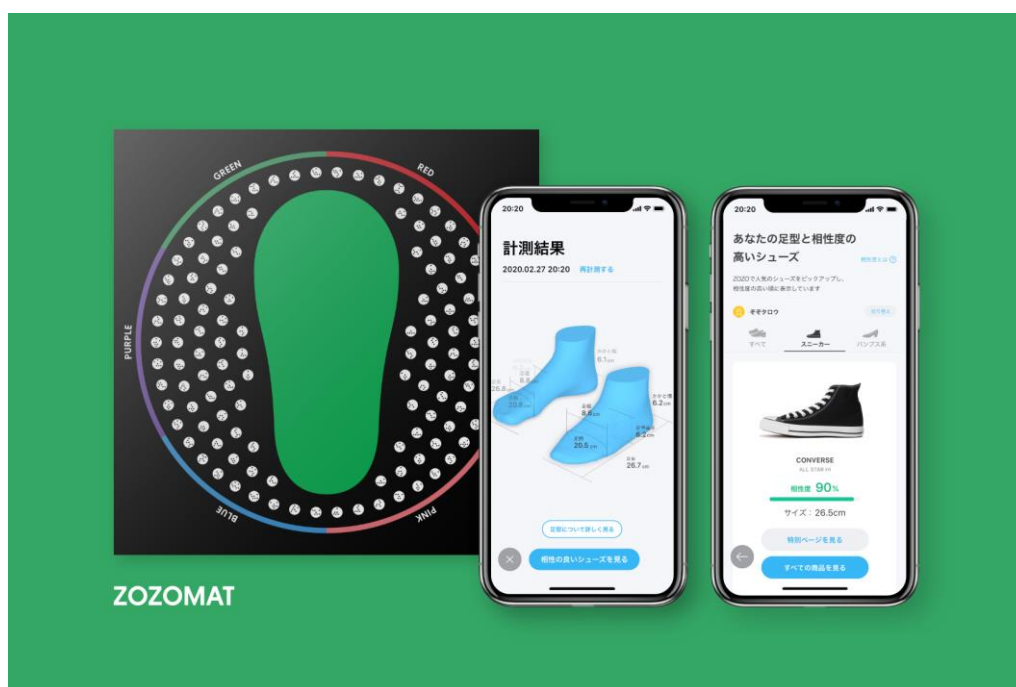
(\*1) Yano Research Institute, "Research on Shoes and Footwear Market in Japan (2019)" (Note: Domestic retail market size in FY2019)

(\*2) ZOZOTOWN merchandise value in the shoes category FY2019 (excluding ZOZOUSED)

## Main features of ZOZOSHOES

### 1. Personalized Shoe Recommendations

ZOZOSHOES size recommendation is made possible by ZOZOMAT 3D foot data. The best-fitting shoe size and compatibility score (the probability that the user will be satisfied with a specific shoe size when worn) are displayed alongside shoes supported by the ZOZOMAT. From sneaker classics to affordable favorites, each recommendation is made to match the customers' unique foot shape. About 100 shoes will be available at the ZOZOSHOES launch, and more will continually be added to the line up to expand the collection.



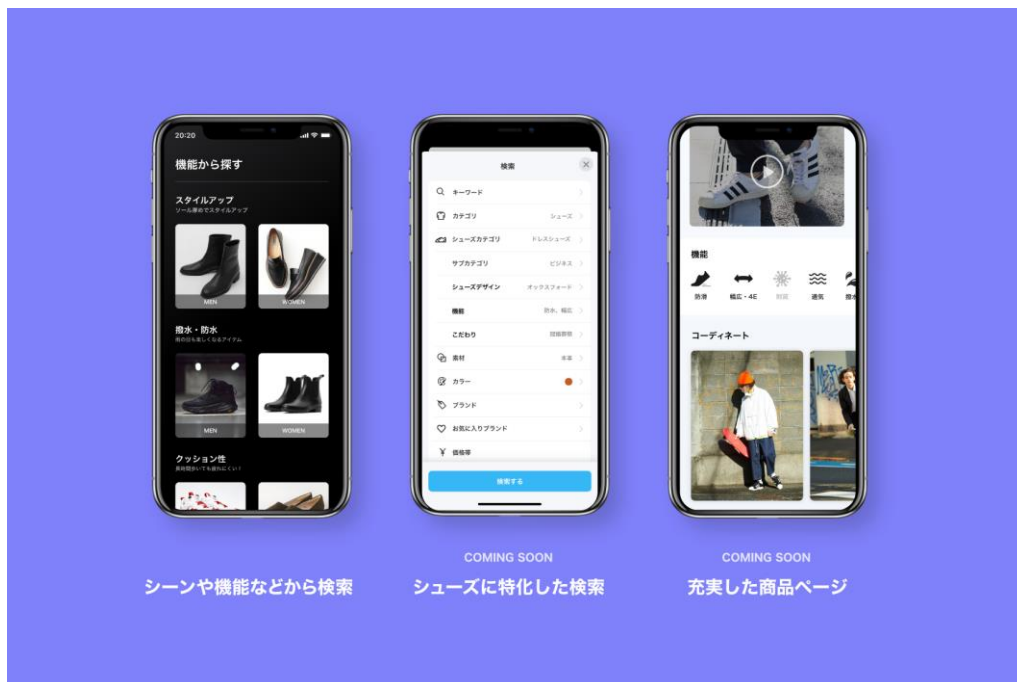
## 2. Branded Editorials

Original editorials on signature brand products will support users to discover new brands and to learn more about their favorite products. These editorials will showcase the heritage of classic shoe brands while featuring ‘the making of’ some of their best-sellers and trendiest items.



## 3. Enhanced Product Discovery

ZOZOSHOES will include a detailed product filter, encouraging ease and streamlining customers’ online shoe shopping experience. In addition to searching for products by brand and color, customers can discover their ideal shoes based on their preferred occasion (formal or casual) and specific functions such as water repellent. Additional features that streamline product searches and elevate users’ understanding of the product will also be implemented in the near future.



To celebrate the launch of ZOZOSHOES, ZOZO is hosting a “10,000 Footwear Giveaway”, which will be the largest footwear campaign ever held on ZOZOTOWN. 10,000 users will be gifted their favorite pair of shoes from the collection featured on ZOZOSHOES.

## About the ZOZOSHOES

ZOZOSHOES is a new platform dedicated to footwear that offers an unprecedented online shoe shopping experience. With the ZOZOMAT, an at-home measurement device that can scan feet in 3D (announced June 2019), original footwear editorials and seamless UI designed for online shoe shopping, ZOZOSHOES aims to provide its customers with an elevated online shoe shopping experience that simulates the support and ease of an in-store shopping experience and delivers it online

■Name : ZOZOSHOES  
■Service launch date : March 4<sup>th</sup>, 2020  
■ZOZOSHOES launch page : <https://zozo.jp/zozoshoes/>

## About the ZOZOMAT

“ZOZOMAT” is a printed mat covered with numerous fiducial markers that allow customers to easily scan their feet at home using their smartphone camera. Once the scan is complete, customers will see an interactive 3D model of their feet accompanied by many detailed foot measurements including foot length, width, and girth.

■Name : ZOZOMAT  
■Price : Free (shipping included)  
■Delivery : Starting from Feb. 27<sup>th</sup>, 2020  
■ZOZOMAT launch page : <https://zozo.jp/zozomat/>

【Press Inquiry】

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ZOZO, Inc. <https://corp.zozo.com/>

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Established May 21<sup>st</sup>, 1998 Capital stock 1,359,903,000 yen