

Grameen UNI QLO T-Shirts and Tote Bags to Hit Stores Oct. 14

Sales of clothing from social business to mark opening of UNI QLO's New York Fifth Avenue Store

UNI QLO produced these T-shirts and tote bags, which embody the underlying philosophy of the Grameen UNI QLO social business, to inform more people about the initiative that UNI QLO has started with Grameen Bank Group. All profits from these products will be reinvested in the social business.

Three T-shirts designs will be available in unisex sizes S to XL for 1,500 yen each. The tote bags will also be available in three different styles for 990 yen.

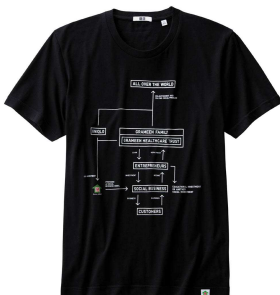
UNI QLO Grameen T-shirts and tote bags will be released at all UNI QLO stores and online stores on Friday, October 14 to commemorate the opening of the largest global flagship, the UNI QLO New York Fifth Avenue Store.

Grameen UNI QLO T-Shirts and Tote Bags



Nobel Laureate Professor Yunus on poverty

Grameen Bank, the biggest microcredit institution in Bangladesh, was awarded the Nobel Peace Prize in 2006 along with its founder, Professor Muhammad Yunus. Grameen Bank lends money to the poor and unemployed without requiring collateral. These T-shirt and tote bag designs feature Professor Yunus' message to eradicate poverty: "The only place where poverty should be in museums."



Grameen UNI QLO business model

Grameen UNI QLO's social business is conducted entirely within Bangladesh, from production to sales. Grameen Bank provides loans to entrepreneurs, who then generate profits by selling clothing from the Grameen UNI QLO social business. Grameen UNI QLO addresses social problems such as poverty and encourages individuals to achieve financial independence. This social business model was designed to facilitate change and make the world a better place.

The diagram featured in this design clearly outlines the social business process.



Seven principles of social business

The Grameen Group upholds seven key principles when starting new social businesses:

1. The Business objective must be to overcome poverty, or one or more problems (such as education, health, technology access or the environment) which threaten people and society; it must not be profit maximization.
2. Financial and economic sustainability
3. Investors will get back their investment amount only. No dividend will be given beyond the investment money.
4. When the investment amount is repaid, all company

profit stays within the company for expansion and improvement.

5. Be environmentally conscious

6. The workforce will get market wage with better working conditions

7. ... do all of this with joy.

Grameen UNIQLO's Social Business

06. Profit Reinvestment

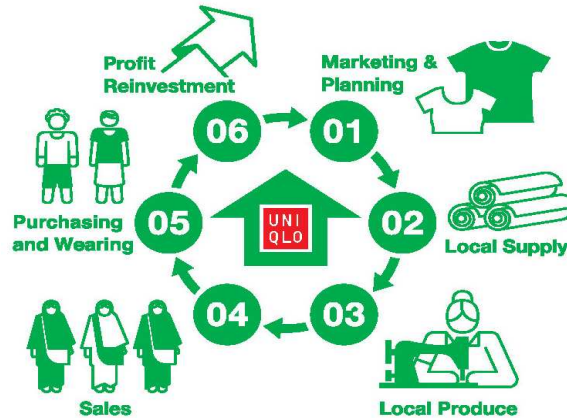
Profits from all clothing sales are reinvested in other social business initiatives. Local people are developing the business on their own, so they are playing a direct role in improving their own lives and generating job opportunities in Bangladesh.

05. Buy and Wear

Grameen UNIQLO T-shirt prices are 20% to 30% higher than local market prices, but these prices are actually reasonable, given the quality and durability of the garments.

04. Sales

The Grameen Ladies, who generally come from disadvantaged rural areas, sell clothing door to door while explaining the key features of the products to potential customers.



01. Marketing and Planning

We are stepping up our on-site marketing and design efforts in Bangladesh.

02. Local Supplies

We purchase low-price, high-quality materials through partnership contracts with fabric producers in Bangladesh.

03. Local Production

We produce clothing through local factories that agree with the concept of social business and UNIQLO's standards.

About Grameen UNIQLO

UNIQLO launched a social business in the People's Republic of Bangladesh in collaboration with Grameen Healthcare Trust of the Grameen Bank Group. We produce and sell truly great clothing at prices that are affordable for everyone. All profits are then reinvested in the social business. This business scheme was designed to address social problems related to poverty, sanitation and education, with local people involved in planning, manufacturing and selling clothing in Bangladesh.

<このリリースに関するお問い合わせは>
(株)ユニクロ 広報 山本 TEL : 03-6865-0960