

Obsah

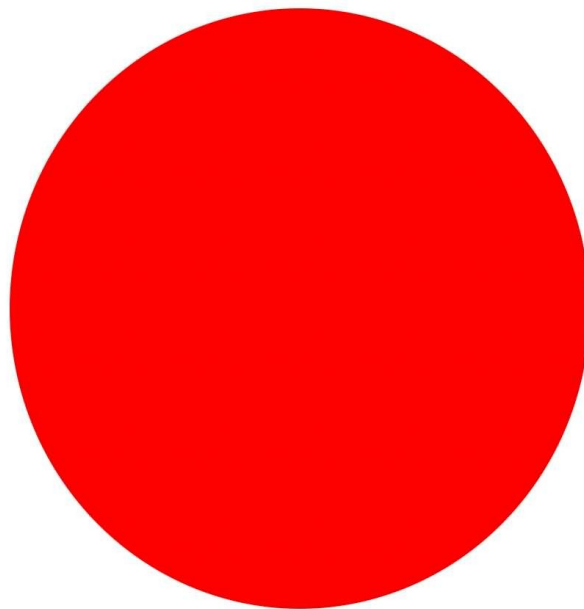
- Představení Uniqlo
- Zevnitř ven
- Venku – cílení na všechny najednou
- Hra

Uniqlo Co., Ltd. (株式会社ユニクロ *Kabushiki-gaisha yunikuro*)

- Japan, China, Hong Kong, South Korea, the United Kingdom, France, the United States, Singapore, Taiwan, Russia, Malaysia.
- Založeno 1949 v Ube, Yamaguchi.
- Moderní oblečení a design, cíleno na mladé lidi
- V první 10 globálních oděvních značek, přímá konkurence HM, Zara

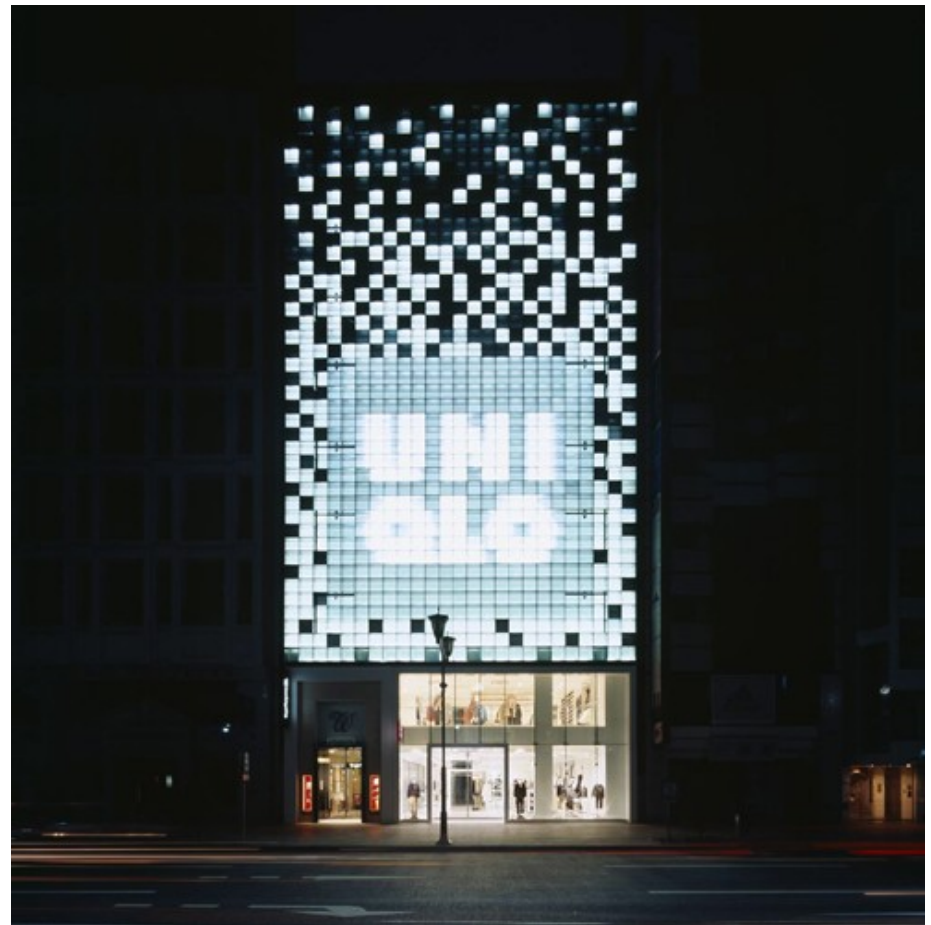
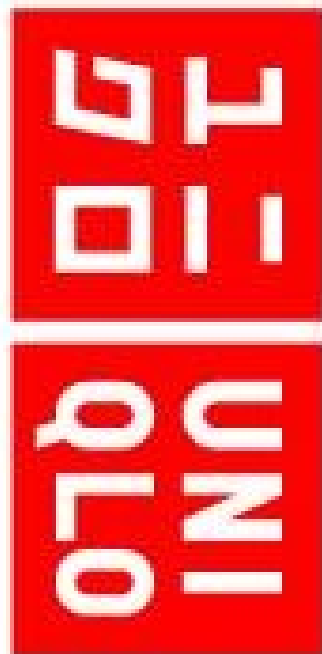
Japonsko

- Kultura (umění, estetika, jazyk, mentalita)
- Technologie a Kvalita



Kultura

Manga/Anime + Písmo + Estetika



UNIQLO. MADE FOR ALL

It doesn't matter who you are or where you live, Uniqlo makes clothes that transcend all categories and social groups. Our clothes are made for all, going beyond age, gender, occupation, ethnicity and all the other ways that define people. Our clothes are simple and essential yet universal, so people can freely combine them with their own unique styles, in any way they choose, every day of the year. Everything we do is rooted deeply in Japanese origin, always aspiring to excellence in quality, design and technology. However, we will always ensure that our clothes are affordable and accessible to everyone. Uniqlo is a way of thinking that's about constant change, diversity, and challenging conventional wisdom. At UNIQLO, we believe that everyone can benefit from simple, well-designed clothes. Because if all people can look and feel better every day, then maybe the world can be a little better too.

Technologie a Kvalita

Soft and gentle for relaxed support.

Wider straps help reduce digging into your shoulders and back.

Easy comfort from a great fit. Molded cups will not show through your outer garments.

Side panels built into the cups fit your breasts securely.



The fabric contains silk amino acid and rice germ oil to create a super-soft feel.

Hook-free pull-over style. Ensures a smooth back silhouette.

WIRELESS BRA

Wireless bra (soft) \$24.90

HEATTECH



JAPAN TECHNOLOGY

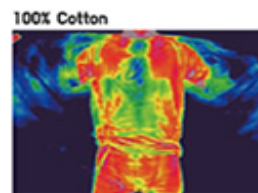
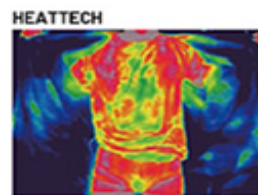
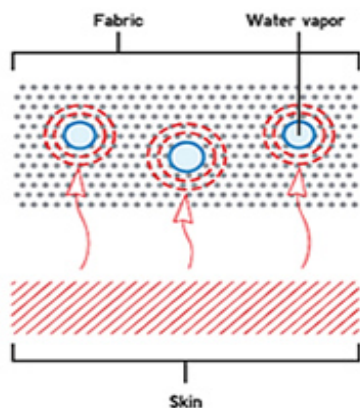
Heat-generating clothing. HEATTECH.

Lightweight high-tech fabric actually creates heat to warm you up and keep you warm.

THE TECHNOLOGY

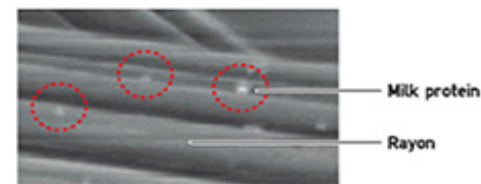
HEAT GENERATION

When HEATTECH absorbs body moisture, tiny droplets generate heat. Thermographs clearly show that HEATTECH maintains more warmth, more evenly over your body, than 100% cotton.



SOFT TEXTURE

Fibers containing natural amino acids derived from milk protein make the material smooth and soft to the touch. (Women's HEATTECH only)



NON-DEFORMING

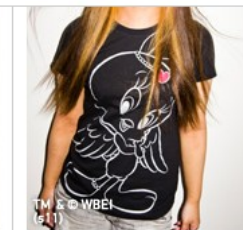
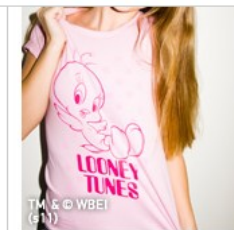
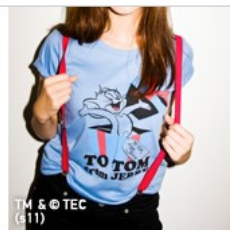
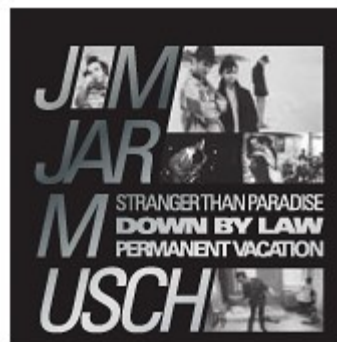
Highly resilient and durable, HEATTECH maintains its shape even after repeated washing.

Přizpůsobení se národním podmínkám

Spolupráce s domácími designery + „Domácí“ Celebrity + Kultura+ Lokace



J+ Shiatzy Chen



Klasický marketing

Uniqlo's Designers Invitation Project

Olympiáda

Charita

Social Business

We have launched a social business in Bangladesh as a part of our commitment to bring truly great clothing to people all over the world



UNIQLO and Grameen Bank, Bangladesh's largest microcredit organization, launched a social business in 2018. This joint venture, Grameen UNIQLO, will operate as

All-Product Recycling Initiative

UNIQLO recycling: Working to provide one UNIQLO item for each refugee

UNIQLO RECYCLE



We strive to make clothing useful simply as clothing. We accept UNIQLO clothing that our customers no longer need and distribute it as donations to refugees and displaced

Digitální Kampaň

<http://www.uniqlo.com/us/introduction/>

Digitální kampaň

Univerzální globální komunikační prostředek

+

Zapojení zainteresované skupiny lidí

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Uniqlock

<http://www.uniqlo.jp/uniqlock/>

Další projekty

GRID <http://www.uniqlo.com/grid/>

Konec

Děkuji za pozornost