

Top in the Brand Business among General Trading Companies

The brand business is ITOCHU's foremost business. Over the years, we have held the leading position in the industry, successfully and profitably adding value in areas from apparel to food and household goods, bringing abundance and comfort to the lives and hearts of our consumers.

A Positive Cycle of Brands Generating New Brands

Our brand business does not merely trade in the intangible assets of brands and trademarks. A brand is the embodiment of people's love and support over many long years. ITOCHU assumes a pivotal role in "brand marketing": we discover brands and draw out the history and culture inherent in them, offering suitable merchandise for the Japanese market and delivering it to consumers. We maximize a brand's value through comprehensive brand marketing in cooperation with licensees and distributors, taking the initiative in aspects of product marketability such as design,

quality, and price, as well as in managing promotions, retail stores, service, logistics, and aftercare.

The beginning of our brand business dates to 1978, when an employee saw a mother and daughter choosing suits for the father at a men's tailor. Encouraged by this, the employee later began creating a brand for high-end men's wear fabrics with which women could easily identify, focusing on making the added value of a product clearly understandable to purchasers. This employee's initiative is what led to our launch of a full-fledged brand business.

Since that time, we have always moved ahead of our competitors in developing new platforms for business. We have been expanding our fields of operation from importation to licensing, expanding sales channels from department stores to general merchandising stores, and expanding the number of items we handle in addition to acquiring new brands through alliances and acquisitions. Since changing the name of our brand business organization from the Import Textile & Fashion Goods Division to the Brand Marketing Division* in September 2001, we have

encountered many opportunities not only from the textile industry but also from different industries as well. Indeed, our brand business is in a cycle of "a brand giving birth to a new brand business." Besides targeting new customers, ITOCHU's brand business has developed new business opportunities among existing customers with whom we have time-honored relationships, contributing to greater profitability for the Company as a whole, from materials to textiles to apparel.

*Brand Marketing Divisions 1 & 2, as of today.

From Fashion Brands to Lifestyles, From Japan to Asia

Our brand business covers the whole spectrum of lifestyles, from fashion (clothing) to character goods, fashion goods, shoes, high-quality pottery, luxury foods, music, and health-related products. We currently handle approximately 130 different brands and are incubating new brand businesses, the most recent of which includes the fusion of food and music, expansion of gourmet food stores, and collaboration with celebrities. In recent years, we have expanded our business to Asian countries such as China and we are promoting our brand business on an overwhelming scale, even by international standards.



An advertisement of LANVIN

Examples of ITOCHU's Brand Business

Luxury Brands

- LANVIN (Apparel, fashion goods)
- Paul Smith (Apparel, fashion goods)
- BALLY (Shoes, apparel, fashion goods)
- SCAVIA (Jewelry)
- LA PERLA (Lingerie)
- TANINO CRISCI (Shoes)
- HUNTING WORLD (Bags, fashion goods)
- WOLFORD (Stockings & body wear)
- CHROME HEARTS (Jewelry, leather goods, fashion goods)

Fusion of Food and Music

- DEAN & DELUCA (Gourmet food store)
- Blue Note (Jazz restaurant)
- Richard-Ginori (Fine porcelain)

Collaboration with Celebrities

- Kana nia・Ellesse (Mikako Kotani)
- DIOID (Daichi Suzuki)
- PP rikorino (Noriko Sakai)

Sports, Sports Casual Wear Brands

- CONVERSE (Footwear, sports casual wear, fashion goods)
- HEAD (Sports, casual wear, fashion goods)
- Sports Graphic Number (Collaboration with the magazine, apparel, shoes, fashion goods)
- PRO-Keds (Shoes)
- new balance (apparel, fashion goods)

Brands Marketed in China and Asia

- Marco Azzali (men's suits)
- renoma PARIS (High-quality men's clothing: Japan and China)
- CIMARRON (Stretch denim: Japan, Hong Kong, Taiwan, and Korea)



A DEAN & DELUCA shop (Shinagawa, Tokyo)