

Topics

Acquiring Exclusive Import and Sales Contracts with Bally and Pollini

In June 2002, ITOCHU acquired an exclusive long-term import and sales contract with Bally, a Swiss luxury brand, and one of Europe's oldest, of high-quality men's and ladies' shoes and leather goods, as well as 80% of Bally Japan's shares. In addition to strengthening marketing activities and enhancing brand image, we aim to open a flagship store and develop boutiques in department stores to achieve sales of ¥10.0 billion in three years' time.

In March 2003, we signed an exclusive import and sales contract with Pollini S.p.A., a total fashion brand based in Italy. With a history of more than 100 years, the company's main products are shoes of the highest craftsmanship. In addition to ladies' and men's shoes, we plan to comprehensively develop bags, leather accessories and wear and to cultivate sales routes with department stores in order to achieve sales of ¥3.0 billion in three years' time.



POLLINI 2003 Spring/Summer collection (The left)
BALLY 2003 Spring/Summer collection (Two on the right)

Forming the Fashion Search & Purchase Site "MAGASseek" into a New Company

As a result of exceptional performance of the Internet and mobile phone-based fashion search and purchase site *magaseek.com*, we established MAGASseek Co., Ltd. in April 2003.

Launched in August 2000, the MAGASseek site has grown to have tie-ups with five major publishers and handles some 120 brands that are featured in women's magazines. With sales of ¥700 million and 10 million hits per month, the site has won the strong support of consumers who "can order popular products whenever and wherever they wish." It has also been well received by the apparel industry as the "fastest means of collecting sales data." With the new company, we plan to expand the availability of equipment and models for this service, develop overseas business, and promote the growth in business with major apparel makers.



MAGASseek collaborates with these fashion magazines.

Organization

Textile Company

- Planning & Coordinating Dept.
- Accounting & Control Dept.
- IT Business Development Dept.
- Textile Material Division
- Industrial Textile & Lifestyle Division
- Textile Division
- Apparel Division
- Brand Marketing Division 1
- Brand Marketing Division 2

Products & Services

- Raw cotton
- Cotton yarns
- Wool
- Woolen yarns
- Rayon staple
- Spun rayon yarns
- Rayon yarns
- Synthetic staple
- Synthetic filament
- Cotton fabrics
- Wool fabrics
- Silk fabrics
- Rayon fabrics
- Spun rayon fabrics
- Synthetic filament fabrics
- Knit fabrics
- Knit outer garments
- Knit under garments
- Woven outer garments
- Woven under garments
- Other garments
- Secondary textile products
- Imported sundries
- Bedding fabrics
- Interior fabrics
- Industrial fibers
- Inorganic fibers and related products