

**Connect through fashion,  
and add color to your lifestyle.**

**Marubeni  
Fashion Link**

# Company Introduction

*About  
Company*

**Marubeni Fashion Link, Ltd.**



# Company Introduction

**Marubeni**  
Fashion Link

## Top Message

About  
Company

### We hold dear our ethos of "LINK," aspiring to become an entity that enriches lifestyles.

Since our establishment in 1982, Marubeni Fashion Link has been a core company within the Consumer Products Group and Lifestyle Division of Marubeni Corporation, a comprehensive trading company. We have been handling a wide range of lifestyle products, dealing with both domestic and international vendors and suppliers.

The "LINK" in our company name embodies our commitment to enriching people's lives and spirits worldwide. We tirelessly strive every day to foster connections.

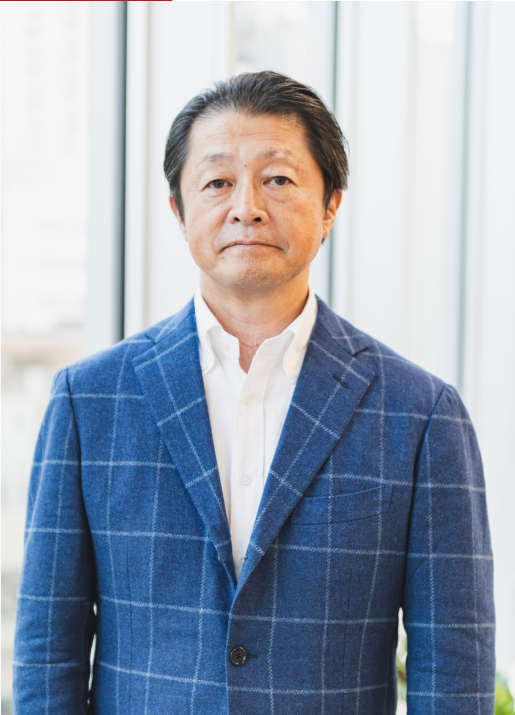
We firmly believe in building strong partnerships with our various stakeholders and customers who share our vision: creating "LINKs" and continuously providing new value to society through our business, thereby realizing a future filled with smiles.

In the rapidly changing world that surrounds us, with changes occurring both domestically and internationally at unimaginable speeds, we remain committed to being "An entity that colors lifestyles." Our aim is not only to respond to market and industry changes but to break free from conventional wisdom and existing frameworks. We strive to innovate from scratch and transform existing entities, continuously challenging ourselves to create new value. Through this, we aspire to exceed the expectations of our partners and customers, continuing to grow as a partner that surpasses expectations.

Our entire team cherishes "LINK," and we commit ourselves daily to realizing our vision.

Marubeni Fashion Link, Ltd.

CEO **Katsumi Kawamura**



# Company Introduction

## Company Profile

**Marubeni**  
Fashion Link

About  
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### Company Profile

商号	Marubeni Fashion Link, Ltd.
Address	[Tokyo Head Office] JRE Yoyogi 1-chome Building 7th floor 22-1, Yoyogi 1-chome, Shibuya-ku, Tokyo, 151-0053, Japan TEL : 81-3-6859-8119 FAX : 81-3-3370-9130  [Osaka Branch] 29F, Shin-Daibiru Bldg., 2-1, Dojimahama 1-chome, Kita-ku, Osaka, 530-0004, Japan TEL : 81-6-6347-3355 FAX : 81-6-6347-3350
Business areas	Textile products wholesale (mainly fashion clothing)
Product Lines	Fiber raw materials, textile products and accessories & miscellaneous goods (Women's, Men's, Children's, Accessories & miscellaneous goods)
Date of Establishment	April 1, 1982
Capital	450 million yen (shareholder Marubeni Corp. 100%)
Officers	<b>President &amp; Director</b> Katsumi Kawamura <b>Managing Director</b> Koji Hayashi <b>Director</b> Masaki Yoshizawa <b>Director (Independent)</b> Akihisa Iwasa <b>Director (Independent)</b> Hideyuki Makino

Number of employees	260
Annual turnover	69 billion yen
Our Banks	Mizuho Bank (Yokoyama-cho Branch), Sumitomo Mitsui Banking Corporation (Asakusabashi Branch)
Sale destination	Apparel manufacturers, SPA (manufacturing retail), mail order company, specialty store chain
Supplier	Domestic and overseas garment factories and spinning-synthetic fiber manufacturers
History	<b>1982 April</b> Marubeni Clothing Co., Ltd. established  <b>1988 October</b> Merged with Marubeni Tex Co., Ltd. and renamed to Marubeni Apparel Co., Ltd.  <b>1999 February</b> Moved Head Office from Osaka to Tokyo  <b>1999 April</b> Merged with Marubeni Tex Planning Co., Ltd. and renamed to Marubeni Fashion Link Co., Ltd.  <b>2004 September</b> Moved Head Office to Marubeni building  <b>2007 June</b> Moved Head Office to Yoyogi 1-chome Building



# Business Introduction

More excitement in fashion.

OUR  
BUSINESS

## BUSINESS UNITS



### OEM ODM Business

Marubeni Fashion Link's OEM/ODM business leverages human and organizational strengths and years of accumulated know-how to meet the broad needs of the fashion industry. We utilize domestic and international production capacities to supply a wide variety of products, from small to large quantities, establishing a supply system that combines quality, cost, and delivery. We also have many specialist staff with over 30 years of experience, providing total support from material development to product planning and production.



### Materials Business

We develop and plan textiles, explore new fabric manufacturers both domestically and internationally, and engage in textile sales. In addition, we are also the sales agent for textile manufacturers known for environmentally friendly, breathable, waterproof materials, such as Sympatex (headquartered in Germany).



### Brand Business

We provide consistent support from negotiations with fashion brands in major cities of Europe and America to purchasing and importation, mainly for Japan's leading select shops. Utilizing our strong network with European and American brands built over many years, we are expanding our business to include the exclusive sales showroom "SHOWROOM LOYTO" and exclusive sales contracts.



### Marketing & EC Business

We provide information tailored to our clients' needs, including market analysis that captures market needs, product design, and material trend analysis, in cooperation with the sales department. As a new business, we are focusing on the B2C market, starting with the brand license business and the operation of the official online store "LOYTO STORE."

# Business Introduction

OUR  
BUSINESS

**OEM / ODM Business**



# Business Introduction

## OEM / ODM Business

OUR  
BUSINESS

**Leveraging individual talent, organizational strength, and the power of history, we meet all needs within the fashion industry.**

Marubeni Fashion Link's OEM/ODM business utilizes human resources, organizational capabilities, and years of accumulated expertise to respond to the wide-ranging needs of the fashion industry. From small to large-scale production, we fully utilize domestic and international production capabilities to establish a supply system that balances quality, cost, and delivery. Additionally, many of our staff members have over 30 years of experience, offering total support from material development to product planning and production.



### Advantages of Marubeni Fashion Link's OEM/ODM Business

#### Flexible Response Utilizing Individual Talents



We maximize our unique human resources to flexibly meet the detailed needs of our customers. This ability to tailor our approach to each individual leads to rapid and precise responses to diverse requests, enhancing product planning and quality.

#### Elite Manufacturing Team Integrating Technology and Knowledge



To achieve innovative product development and efficient production processes, our elite manufacturing team employs the latest technologies and extensive expertise to quickly supply high-quality products to the market.

#### Stable Production Foundation Backed by Marubeni's Trust and History



The trust built on Marubeni's long history and solid production foundation, in collaboration with a broad domestic and international production network, ensures consistent quality and stable supply under any circumstances.

# Business Introduction

## OEM / ODM Business – FASHION APPAREL Dept. -

OUR  
BUSINESS

**We cater to various needs from materials to products in the production of fashion-sensitive and high-value-added items.**

We produce fashion-sensitive and high-value-added items for collection brands, select shop brands, outdoor brands, etc., in partnership with companies in Japan, China, ASEAN, etc., meeting demands for "quality, price, and quick delivery." We are also flexible in handling both large and small production lots.



### Aiming for the Ultimate Market-In



We strive to provide products suitable for discerning customers quickly, offering items that match prices and needs. We aim to create "sellable" products and make more precise proposals by fully utilizing the marketing department and the synergy of the Marubeni Group, focusing on material development, product planning, and production while valuing human communication.

### Production Background and Technical Ability to Meet Any Request



We have prepared the optimal production background for product planning demands, from speedy domestic production to cost-effective overseas production. Our staff, equipped with advanced skills, can also coordinate with specialist pattern makers and technicians associated with our clients.



# Business Introduction

## OEM / ODM Business -LIFE STYLE Dept. -

OUR  
BUSINESS

**With deep insights and experience, we consistently produce a wide range of items of high quality from raw material procurement.**

Expanding our OEM/ODM business across a wide range of items from apparel to fashion accessories and home goods, we offer proposals and support across all manufacturing aspects to meet our customers' diverse needs.



### **30 Years Walking with Our Customers. Building Trust and Achievements with Reliable Quality and Human Resources.**



Many employees who have been involved in consistent items for many years. Deep knowledge and experience in specific items form the foundation for realizing high-quality manufacturing, from product planning to material development and selection of production sites.

### **Maximizing Added Value from Raw Material Procurement to Material Development.**



We propose materials best suited for each project, including material development considering environmental and functional materials, tailored to our customers' needs. We also secure high-value-added raw materials directly from countries like Peru, Mongolia, and Europe, enhancing the value and uniqueness of products by providing reliable quality and added value.

# Business Introduction

## OEM / ODM Business –PRODUCT RETAIL Dept. –

OUR  
BUSINESS

### Providing safe and secure products at low prices, even in highly specialized categories.

We specialize in OEM/ODM business focused on highly specialized categories, handling a wide range of lifestyle products from baby and kids' apparel, fashion accessories, toys, and childcare goods for the largest specialty chain stores in Japan to business shirts for department stores and specialty stores, and apparel and fashion/home goods for mail-order companies.



### Leading Specialized OEM/ODM with Advanced Expertise



In the baby and kids' sector, our extensive production network and specialized experience enable us to provide safe and secure products at low prices. In the shirt sector, high-quality control reflects in the finished product and consumer comfort, earning high praise from customers. For mail-order company product planning, we plan and develop based on precise market analysis, establishing a rapid and accurate production system.

### Solving Challenges Alongside Our Customers' Business



Our experience and achievements in specialized fields not only cover material development, product planning, and production management but also involve addressing the challenges of our clients and consumers, providing new added values and solutions, and creating needs.

# Business Introduction

**OEM / ODM Business** -SPORTS CASUAL Dept. -

OUR  
BUSINESS

## Responding to high technical demands in sports apparel, goods, and outdoor with a variety of production planning.

We develop a business handling a wide product lineup including sportswear for major sports retailers, outdoor and casual wear, and sports equipment, offering product planning and production services.



### Creating Functionality and Fashion Together



We focus not only on pursuing functionality such as absorbency and quick-drying but also on planning designs rich in fashionability reflecting trends. We combine the know-how cultivated in various genres such as fashion apparel, fashion accessories, and home goods to provide product planning and production that meets diverse needs.

### Finding the Optimal Solution in Manufacturing Driven by Customer Orientation



Product planning based on our clients' sales performance leads to discovering optimal solutions in manufacturing. In addition to developing high-functioning materials, we utilize specialized knowledge and production know-how related to sports goods to provide superior products that maximize athletes' physical abilities.

# Business Introduction

OUR  
BUSINESS

**Materials business**



# Business Introduction

## Materials business

OUR  
BUSINESS

**We are advancing material development both domestically and internationally, including high-functionality materials that enhance the added value of our clients' products.**

Centered around the development and planning of textiles, we are expanding our business to include the cultivation of new domestic and international fabric manufacturers and textile sales. Additionally, we are also engaged in the sales agency business for textile manufacturers known for environmentally friendly, breathable, waterproof materials, such as sympatex® (headquartered in Germany).



### Advantages of Marubeni Fashion Link's Materials Business

#### Selecting materials that enhance added value and providing them to the market

We are committed to the development of new materials that enhance the added value of apparel products, including uniquely and globally developed high-functionality materials, such as sympatex®. In collaboration with domestic and international textile manufacturers, we are promoting material development that enhances product value and offering these materials not only in Japan but also in European and Asian markets.

#### Recognizing Japan's Textile Strength Globally

Utilizing the extensive experience, knowledge, and information cultivated in material development for apparel products, and in collaboration with synthetic fiber manufacturers, we are committed to selecting a vast array of raw materials and threads. By combining fabric structures and special processing, we work daily to create materials that possess unique functions and textures, as well as high quality. Moreover, we are disseminating these developed materials, which combine the globally recognized strength of Japanese textiles and our unique know-how, both domestically and internationally.



# Business Introduction

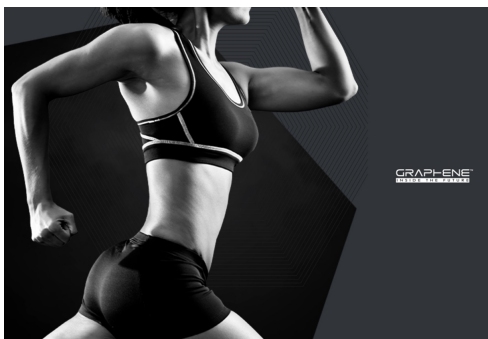
## Materials business

OUR  
BUSINESS

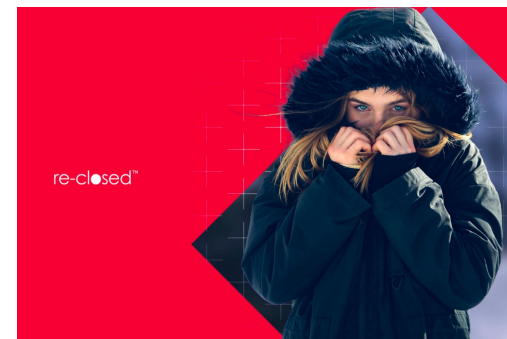
### TEXTILE BRAND



sympatex®



Graphene Inside the Future™



Re-closed™

# Business Introduction

OUR  
BUSINESS

**Brand Marketing**



# Business Introduction

## Brand Marketing

OUR  
BUSINESS

**As a pioneer in the industry with immense trust from overseas, we realize the maximization of the product value of the brands we handle.**

For leading select shops in Japan's fashion industry, we provide consistent support from negotiations with fashion brands in major cities in Europe and America, through purchasing, importing, and delivery. Furthermore, leveraging our strong network with Western brands built over many years, we are developing brand business that handles showroom business "SHOWROOM LOYTO" which sells and PRs trendy brands, and exclusive import and retail business.



### Advantages of Marubeni Fashion Link's Brand Business

#### Pioneering business before the spread of the internet



Our procurement and import agency business has introduced the latest Western brands to Japanese select shop buyers using Marubeni Group's global network, in an era when information on overseas brands was not easily accessible. Our extensive track record has built immense trust between brands and our Japanese customers.

#### Maximizing the value of overseas brands for the Japanese market



As a partner aiming for further growth of brands, we launched the official EC site "LOYTO STORE" in 2021, promoting the procurement and import agency business, showroom business, and brand business. We are expanding our business to directly deliver brands' worldviews, new fashions, and the brands themselves to consumers.

# Business Introduction

## Brand Marketing

OUR  
BUSINESS

### BRAND LIST

#### GIABORGHINI

##### Giaborghini

An Italian-based shoe brand that started in 2016. Offering luxury items incorporating new trends while maintaining quality through Florence's craftsmanship, the brand provides shoes designed for versatility, from everyday wear to evening wear, characterized by contemporary, timeless designs.

#### TEURN

##### Teurn Studios

Teurn Studios is a collection of women's wear originating from Stockholm, Sweden, embodying minimalism in an elegant and relaxed atmosphere. The collection is characterized by sophisticated tailoring and fabrics that are pleasant to the touch, exuding a preppy vibe. Leather wear is a key item for the brand, offering a fresh lightness with a range of products from maxi dresses and skirts to baggy denim. The collection is softened by a variety of colors including khaki green and sky blue.

#### BY MALENE BIRGER

##### By Malene Birger

Established in 2003, this Danish women's wear brand delivers modern, sophisticated, and quality staples. It blends the elegant minimalism characteristic of Scandinavian design with a free-spirited Bohemian vibe, offering comfortable, contemporary, and simple styles designed for long-term use, exuding a subtle luxury through meticulous attention to luxurious fabrics and details.

#### HENRY BEGUELIN

##### Henry Beguelin

Founded in 1984 on the island of Elba, Italy, Henry Beguelin is a brand of men's and women's leather accessories, bags, and shoes. Currently based in Milan, production is carried out in its own factory in Vigevano. The brand became popular in Japan from the 2000s to the 2010s due to its high-quality craftsmanship, Omino (little man) embroidery, and hand-stitching on its products. Although the brand's key market had shifted to other countries, efforts by our company for the Fall/Winter 2024 season have led to the reissue of vintage models from the archives remaining in the factory, marking the brand's re-entry into Japan.

#### RIEMPIRE

##### Riempire

An Italian-made bag collection, RIEMPIRE, meaning "to fill" in Italian, was born in the Spring/Summer collection of 2017 with the wish to be a dignified presence always by your side, filled with women's dreams, hopes, and precious things. The brand policy is elegance and a timeless simplicity that can be held for a long time, proposing items that combine design and usability, even when stuffed carelessly, based on skilled craftsmanship cultivated in luxury brand manufacturing.

# Business Introduction

OUR  
BUSINESS

**Marketing & E-Commerce Business**





# Business Introduction

## Marketing & E-Commerce Business

OUR  
BUSINESS

**We support our clients' success by implementing new business strategies and conducting broad market analyses.**

We offer information that meets our clients' needs through market analysis that captures market demands, trends in product design and materials, in collaboration with our sales department. Furthermore, as part of our new ventures, we have begun operations such as the brand licensing business and the official online store "LOYTO STORE," focusing on business development targeted at the B2C market.



### Advantages of Marubeni Fashion Link's Marketing & E-Commerce Business

#### For "Valuable" Products and Services



In addition to utilizing the information held by Marubeni Fashion Link, we engage in multifaceted information gathering and analysis through our external network. This information helps us understand the real needs of the market and continues to provide our clients with valuable products and services to improve their offerings.

#### Aiming to Establish a Core Business and Embracing B2C Business Challenges



Leveraging the experience and knowledge gained from B2B-oriented OEM/ODM and procurement import agency businesses, we are actively expanding into B2C business as a new core venture. Particularly, by taking charge of the retail segment, we commit proactively to managing the supply-demand balance and supporting the success of brand businesses.

# Business Introduction

## Marketing & E-Commerce Business

OUR  
BUSINESS

### JOB DESCRIPTION

#### **Marketing Strategy**

Research, analysis, strategy design, action planning

#### **Brand Business**

Brand introduction, licensing business, collaboration

#### **Creative**

Domestic and international market research, direction, product planning, 3D simulation

#### **Communication**

Promotional activities, public relations and PR strategy, SNS utilization, web analysis

#### **E-commerce Business and E-commerce Consulting**

Digital marketing, system development, E-commerce strategy planning and consulting



# **Marubeni Fashion Link**

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