



PRESS RELEASE

UNIQLO designs, manufactures, markets and sells casual wear that can be worn by anyone, any day

UNIQLO PAPER #4, THE BILINGUAL FOURTH VOLUME OF THE IN-HOUSE FASHION MAGAZINE, LAUNCHED

Commencing mid-April, UNIQLO will roll out the fourth installment of UNIQLO Paper "Simple Things", the exclusive branded magazine that informs and entertains customers by illustrating the cultural relevancy of the brand. "We wanted to create an in-store magazine that was more than the standard look-books you get at other stores," said Markus Kiersztan of MP Creative, UNIQLO's creative agency based in New York City. "We wanted to align the brand with the art and design industry."

"Simple Things" is a phrase that captures the essence of UNIQLO, and plays to the brand's core values in a subtle way. These values include the use of high quality fabrics, diversity of colour, and innovative technology, which define everything that is UNIQLO and remind people of the "simple things" that make the brand truly unique.

The 4th issue of UNIQLO Paper features an eclectic mix of features and contributors. Avant garde London-based photographer Matt Irwin has provided his own personal product recommendations, renowned fashion photographer Dan Jackson photographed fashion shoots such as "Street Style," and seasoned stylists Sabina Schreder and Nicola Formichetti have styled some editorial shoots including "Young Americans" and "Black & White." Other exciting features include interviews with UNIQLO campaign subjects fashion icon Chloe Sevigny and Japanese actor Tadano Asano, as well as a selection of London and New York talent portrait images from the UT Project shot by Matt Irwin.

UNIQLO Paper was launched in November 2006 to commemorate the opening of UNIQLO's global flagship store in New York. Entitled "From Japan To New York", the Paper served to introduce the UNIQLO brand and philosophy to New York City. "Seize The Day", the second volume, was released in May 2007 and in November 2007, "Ways of Seeing", featuring portraits and interviews by London talent Samantha Morton, Dizzee Rascal, Katy England and Georgia Jagger, celebrated the opening of two flagship stores on London's Oxford Street.

UNIQLO's Paper Number 4 is complimentary and will be available at all UNIQLO stores from mid-April.

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