

CSR Activities

UNITED ARROWS LTD. engages in CSR activities in a robust and positive manner with the aim of creating five types of value—a core component of its corporate philosophy. Engaging in these activities that showcase the Company’s unique attributes and character, UNITED ARROWS LTD. strives to strike a balanced harmony with all stakeholders including local communities, and as a public institution to contribute to improving standards of Japanese lifestyle.

The Great East Japan Earthquake Charity Project

In order to support relief and reconstruction efforts in the aftermath of the Great East Japan Earthquake that devastated Japan on March 11, 2011, UNITED ARROWS LTD. in partnership with customers launched the “MOVING ON TOGETHER!” Great East Japan Earthquake Charity Project. Working to help reconstruct and revitalize disaster areas, we are planning and promoting wide-ranging charity goods and events.

MOVING ON TOGETHER! Japanese website:
www.united-arrows.co.jp/special/2011moving_on_together/

Charity monkey ❶

A champion for the suffering, the charity monkey concept was designed to bring relief and comfort to all those affected by misfortune. Emblazoned with a clover across its chest, charity monkey brings happiness and hope for the future. Sold over the counter at all UNITED ARROWS LTD. stores (excluding CHROME HEARTS) and online for ¥945 including tax, 50% of all proceeds are donated to charity.

COEN charity pin badge ❷

The BLUE BEAR Campaign charity pin badge produced by COEN is sold at ¥210 each, with all the proceeds donated to charity.

Charity T-shirt sold at the Pitti Immagine Official Shop at Florence exhibition ❸

UNITED ARROWS’ original overseas brand Camoshita in collaboration with the Italian men’s brand Alain worked together to launch a charity T-shirt. This T-shirt was sold over the counter at Souvenir de Pitti, the limited-period official shop of Pitti Immagine at Florence’s global fashion lifestyle exhibition. Profits from the sale of this T-shirt were donated to the Japanese Red Cross Society.

united LOVE project ❹

These T-shirts are produced in collaboration with eight popular Japanese brand designers, with 5% of all proceeds donated to charity.

Approximately 4,000 apparel items and ¥50 million donated

In addition to ¥50 million donated through the Japanese Red Cross Society, UNITED ARROWS LTD. and COEN CO., LTD. delivered 4,000 items of warm clothing including down and fleece jackets to individuals and families seeking refuge in evacuation centers in Kesenuma City, Miyagi Prefecture.

MOVING
ON
TOGETHER!



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With the exception of the charity T-shirt identified in ❸ above, products introduced in this section can be purchased at UNITED ARROWS Group stores or online. We apologize for any inconvenience caused in the event a particular product is out of stock.