

June 28, 2013

UNITED ARROWS LTD. opens its first overseas store in Taipei, Taiwan

UNITED ARROWS LTD. announces an opening of its first overseas store in Taiwan in this October. The directly-managed store will be located in Daan district, Taipei city, Taiwan. The company says that this is a first step to achieve its long-term vision, UA VISION 2022, which sets “taking steps to enter overseas markets with a view to strengthening future international capabilities” as one of its management strategies.

Thanks to Taiwan’s deregulation policies, the Taiwan fashion market has been maturing with openings of many stores managed by global SPA (specialty store retailer of private label apparel) companies. A lot of Japanese apparel companies has been also going into this pro-Japanese country’s market.

However, there are only a small number of select shops, which provide customers with procured products from all over the world and private label products, based on their unique brand concepts and the discerning judgment of their buyers. UNITED ARROWS LTD., which has been operating many stores in this select shop business model, test-marketed its BEAUTY&UNITED ARROWS (BY) brand, one of its businesses which handles casual wears for men and women, at WISTORE, a popular shop in Taipei city, in 2011. The trial received many favorable responses from Taiwanese customers. Additionally the number of customers from Taiwan is growing in the company’s stores in Japan. With this background, the company has decided to open its first UNITED ARROWS (UA) store, a main store name of the company, in Taiwan. The company says it will open BY and Green Label Relaxing (GLR) stores following the start of UA business, expecting to open around ten stores for the three brands by 2022.

Daan district plays the central part in Taiwan economy. UNITED ARROWS LTD. expects a customer base of the first store will include business persons working near the district and fashion-savvy people who wants a rich lifestyle.

The first store will be a stand-alone type to fully express the UNITED ARROWS brand concept and expand its presence in Taiwan market. Its luxury but casual store interior will be designed under a concept of “modern classic” directed by the brand’s creative director, Yasuto Kamoshita. The product line-up will be almost same to that of Japan and the company will make flexible amendments of the merchandise to fit the areal customers’ demands. With its high-quality products and services, and the luxury store environment, the new store will propose its unique, rich and cultural lifestyle to Taiwanese.

<Store Detail>

- Store Name: UNITED ARROWS TAIPEI
- Location: Daan district, Taipei city, Taiwan
- Store Space: 67.5 tsubo (equivalent to 223 sq.m)
- Opening Date: October 2013