

Cool Japan Fund Inc.  
Tokyo, March 9th, 2017

### **Investment in the International Operations of a Japanese Fashion Brand Promoting the Allure of "Wa" to the World - The First Investment Made by CJF in the Fashion Industry -**

Cool Japan Fund (CJF) has decided to invest a maximum of 820 million yen in encouraging overseas business expansion with 45rpm studio Co., Ltd. (45R) - the company that manages the fashion brand 45R - in international markets starting with Europe and North America, two centers of the fashion industry.

Through this investment, CJF will support the development of a business model that will lead Japanese brands in promoting the allure of “Wa” through the usage of high-quality textiles and commitment to excellence in each stage of production, both of which are distinctive characteristics of Japanese production. CJF will also create overseas expansion opportunities for small and medium-sized enterprises that supply materials, as well as sewing and other processing services, to 45R.

Japanese textiles and techniques in sewing and processing are highly valued overseas, and are supporting the material supply and OEM productions of Western luxury brands. Similarly, there are individual Japanese designers that are highly regarded outside of Japan. However, very few Japanese fashion brands seeking to differentiate themselves through elements of “Wa” - by using high-quality textiles as well as sewing and processing techniques distinctive of Japan - have expanded overseas.

The vision of 45R is to have people from around the world to wear their sensuous garments pleasantly. Based on that vision, it uses high-quality natural materials and advanced techniques in Japanese “aizome” and indigo dyeing in its textiles. 45R is a fashion brand that is meticulous with its sewing, processing, and all other stages of production, which allows it to create uniquely soft fabric hands and fits. The commitment to excellence of 45R is supported by a variety of advanced techniques held by Japanese enterprises, including the “aizome” techniques of Tokushima and Aichi Prefecture, the processing techniques in Okayama and Hiroshima Prefecture, and the sewing techniques in Miyagi Prefecture. Starting with its first overseas store that was opened in 2000 in New York, the brand has continued its expansion and opened stores in the United States and France, winning the hearts of wealthy customers who appreciate and habitually use the products that feature high-quality materials and comfortable fits, and that are created with a commitment to quality designs. In addition to the products, the stylish store interiors also incorporate traditional Japanese techniques and

display Japanese values and culture. As a brand that represents the essence of Japanese commitment to excellence, 45R is continuing to expanding its clientele.

CJF has decided to invest a maximum of 820 million yen in encouraging overseas expansion of business with 45R that are focused on North America, Paris, and London, which are all centers of the fashion industry. Through this joint investment, CJF and 45R will establish a joint venture to manage associated business operations.

The aim of this joint venture is to establish the position of 45R as a Japanese fashion brand promoting the allure of “Wa” in international markets. Plans have been made to open a total of seven stores directly managed through this joint venture over the next three years in highly-influential and highly-communicative areas. These areas include the United States, France, and England, where a store will be opened for the first time. Furthermore, plans for wholesale in areas that have experienced remarkable growth including China, Singapore, Hong Kong and Taiwan have been made.

Through this investment, CJF will support the development of a business model that will lead Japanese brands in promoting the allure of “Wa” through the usage of high-quality textiles and through commitment to excellence in each stage of production, both of which are distinctive characteristics of Japanese production. CJF will also create opportunities for small and medium-sized enterprises that provide 45R with materials, as well as sewing and other processing services, to expand overseas. CJF anticipates that this investment will accelerate the overseas expansions of Japanese fashion brands while allowing high-quality fabric hands and fits offered by Japanese brands - and eventually Japanese culture and values - to be shared with the world.

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[About 45rpm studio Co., Ltd.]

Established in: 1978  
Headquarters: Minato Ward, Tokyo  
President: Shinji Takahashi  
Outline of Business: Planning, production, and sales of various apparel products.  
Capital: 10 million yen  
Sales: 7.3 billion yen (2015 fiscal year)  
Number of stores: 49 in Japan / 16 overseas (as of February 2017)  
Homepage: <https://www.45rpm>

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