

**STYLEM**

**2019**  
**CORPORATE**  
**PROFILE**

## TOP MESSAGE

Today the power of the individual is arguably greater than ever before now that the Internet is highly developed and deeply embedded in people's lives. In such days, it is the diverse happiness and joy of each and every individual and the hope for tomorrow this happiness and joy generate that create our society and drive our era. Our aim is to pave the way to emotive moments and new discoveries by continuing to imagine and propose the wish of each and every person in the world to be what they want to be. To achieve this, it is essential to endlessly pursue the universal truth lying behind the ceaseless changes. However, this universal truth is never clearly visible, repeatedly clouding over just when it seems clear and moving away into the distance just when it seems close.

Our role is to pursue the form of this universal truth more than anyone

else does and shape the minute signs we can observe until we can transform it with confidence and ultimately to embody it in products, such as our decisive styles and colors, to deliver to people. This is certainly no easy task. However, we want to go down the road that is not easy with pride and sincerity precisely because we believe this path leads to the universal truth and getting closer to that will translate into hope for tomorrow for every person in the world.

Our history of over 150 years has been one of a constantly improving pedigree. Now that technological innovations are dramatically accelerating social shifts as captured by the expressions Industry 4.0 and Society 5.0, we will ride the waves of change to continue moving forward while further deepening our pursuit of the universal truth.



Chairman,  
Representative Director

**Ryuta Taki**



President,  
Representative Director

**Masayuki Sako**

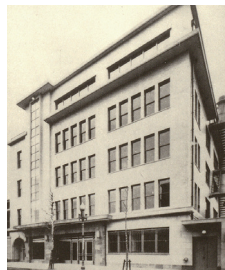
The business environment surrounding the fashion industry is changing at a faster pace than expected with accelerating globalization and diversification of consumer needs. In order to respond to this change and to continue moving forward ever more strongly, we must return to our roots as a wholesaler. This means we must once more provide our customers with the goods and services that are truly wanted by the consumers who are their customers in a timely manner. Looking to the future while continuing to meet needs accurately, the very essence of a merchant, is more important than anything else.

It is our abilities as human beings which make this a reality in any era. In order to refine our business acumen and creativity, we must continue to strengthen our analysis of information, which will enable us to be familiar with and read the market, and our decision-making capabilities.

Going forward, we will continue forging ahead together in order to contribute to the advancement of the global fashion business while having faith in and developing our abilities as human beings.

# OUR HISTORY

STYLEM CO., LTD. launched in February 2015 for the transition to the group management structure of parent company TAKISADA-OSAKA CO., LTD. and further business growth and development. The corporate brand "STYLEM" combines "Style", which is an intangible value that enriches people's lives, with "Ylem", which means the basis of everything, to embody the meaning "the origin to grant inspiration and happiness to everyone's lives". With our plan to strengthen the management structure for a global strategy, we adopted the same brand logo in Japan and overseas. STYLEM CO., LTD., which inherited the spirit passed down continuously for over 150 years since the founding of Takisada, as well as the company's unique strengths and know-how in product planning, development, procurement and sales, aims to become a company that plans, develops and provides products with value so that people all around the world enjoy fashion and experience a happy life.



Takisada GMK and its Osaka Branch established



Takisada Shoten Co., Ltd. established



Takisada Co., Ltd. split, Takisada-Osaka Co., Ltd. established



Takisada-Osaka Co., Ltd. as Group Headquarters and STYLEM CO., LTD. STARTED

Founded  
**1864**

1906

1940

2001

2015

1908

1943

2013



Founder Generation  
**Sadasuke Taki**

Osaka Branch Export Div. established

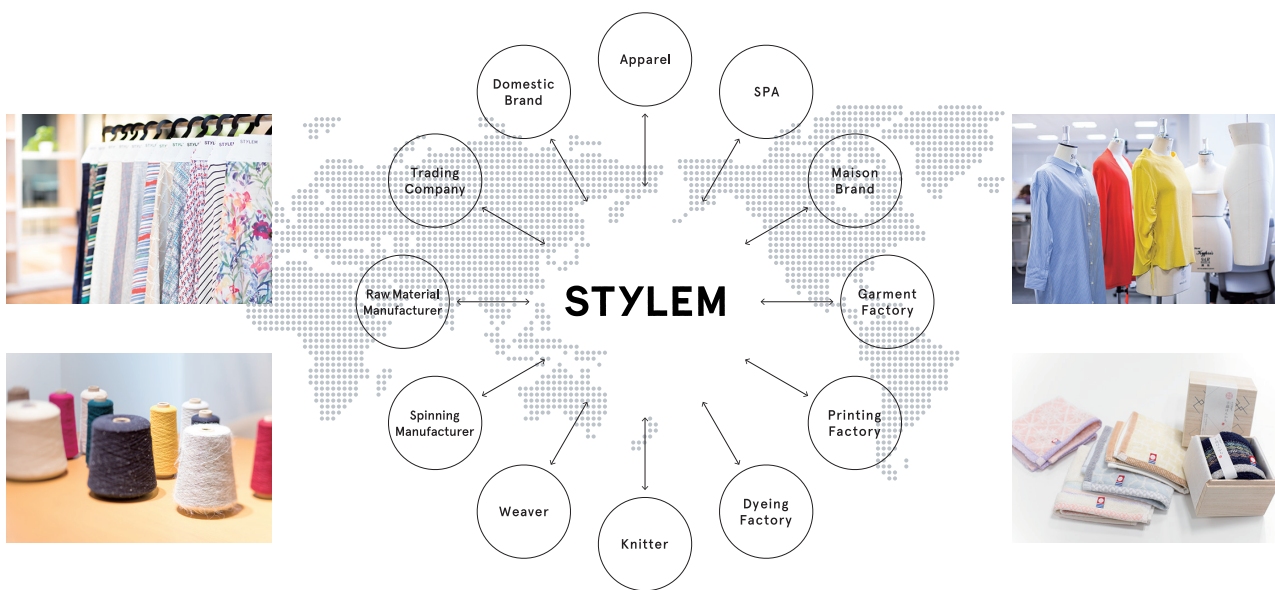
Company name changed to Takisada Ltd.

Moved headquarters to current address  
Corporate brand "STYLEM" launched

In addition to laying the foundations for Takisada (forerunner of STYLEM), our founders consolidated the base of the Nagoya business community, including founding the Nagoya Bank (currently MUFG Bank, Ltd.) and Owari Textile Company (predecessor of Toyobo Co., Ltd.).

## STYLEM

# OUR BUSINESS



## Textiles Business

Our main and the founding business that has won top share in the domestic market. We have gained excellent customers and leading suppliers in the industry as partners by our own risk strategy: we read the trend, propose desired products ahead of the time and supply the products at the moment it is needed by having stocks. In recent years, we have built a strong and trustworthy relationship especially with high-fashion women's apparels by organizing our domestic and international supply chains as well as planning and developing high-value added textiles. The textile collections, such as "ZEN kiwami" for overseas sales, are widely chosen by high-end apparel brands around the world.

In addition to a wide variety of products, we seek for its originality. We are working to create what can only be created by STYLEM with the cooperation of our leading textile manufactures.

## Lifestyle Business

Lifestyle related business that explores our potentiality of non-apparel fields based on know-how essential of our textile business: reading the trend, proposing desired products ahead of the time and supplying the products at the moment it is needed. We not only offer a wide range of products from home fashion such as bedding and loungewear to home and living items such as towel, slippers, cushion, apron and accessories.

We aim to create synergy between such non-apparel businesses to accelerate our challenge toward new lifestyle businesses.

## Apparel Garment Business

OEM business (manufacturing with specifications and designs provided by customers) in which we have enhanced our efforts as our new feature to deal with major structural changes of the apparel industry. Upon strong backbone of textile business, we propose high-value-added apparel products supported by our selected and developed textiles as a competitive edge. We have in-house designers and pattern makers who rapidly and precisely respond to our customer's needs, and present new trend and designs for the upcoming seasons through our exhibitions. This highly esteemed comprehensive product proposals are highly evaluated and have consequently increased the volume of existing ODM business (manufacturing with our specifications and designs) year by year. We are now expanding our garments business to overseas and will continue to expand toward a broad range of targets making use of our abundance of information and deep insights into fashion.

## Raw Materials Business

Weaving threads and raw materials business that has as long history as our textiles business. As a textile-specialized trading company, this business has grown along with procurement, planning and development of textile. We carry variety of weaving threads and raw materials ranging from natural fibers like wool, silk, cotton, etc. to chemical fiber materials suitable for material composition. Using our global networks and information collecting ability cultivated as a trading company, we not only supply high-quality materials from production regions abroad, but also produce and provide high-value-added original threads. In recent years, we have created new values in the development of textiles and apparel products at the material stage by increasing internal cooperation. We will further enhance our procurement and development capabilities by fulfilling functions to support direct sales as well as in-company projects.



# OUR CREATION

## ARCHIVE & GALLERY

The ARCHIVE & GALLERY at the STYLEM Headquarters display valuable archives, including a collection of textiles from all over the world gathered over many years, a collection of about 30,000 print designs, and fashion-related books and magazines, and we have also established an art gallery with pictures and works of art and a business space. Many of our customers visit not only from Japan but also from overseas to exchange ideas with our employees, making it a space that leads to even better monozukuri craftsmanship.



## SWATCH GALLERY

At the SWATCH GALLERY in Sendagaya, Tokyo, we display approximately 2,000 kinds of the latest textile samples in order to disseminate product information in a timely manner. We file the samples by department or by material, and provide a service that enables selected samples to be taken out. The content of the display, which takes into account seasonal factors, including monthly replacement of samples, also leads to new business opportunities.



### Received the PV Fabrics Imagination Prize

At the world's premier fabric show *Première Vision Paris* held in September 2018, one of our fabrics received "the Imagination Prize" of the 10th PV Awards. The award-winning textile, chosen from our ZEN kiwami collection, is a pre-dyed check pattern that uses rayon filament yarns. The Awards recognized the unique Made in Japan monozukuri craftsmanship, leveraging the network that only STYLEM has.



### Cumulative sales of IMABARI KINSEI series top 10 million boxes

IMABARI KINSEI is a series of high quality, wooden boxed towels that STYLEM's Gift Communication Section produces drawing on the master craftsmanship of the artisans in Imabari, a city that has traditionally produced towels. The series has been popular for family celebrations and other events since sales launched in 2004, and cumulative sales have topped 10 million boxes. In 2017, the series was also the first wooden boxed towel gift to receive a Good Design Award.



# GLOBAL NETWORKS

The fashion business is entering in the new era with the globalization of the production and distribution in the apparel field. In 2011, we created specialized division for overseas marketing and began a full-fledged global strategy. So far, we have established local corporations and representative offices in China (Shanghai, Shenzhen, Hong Kong), Korea (Seoul), India (New Delhi), Vietnam (Ho Chi Minh), Thailand (Bangkok), Indonesia (Bandung) and Italy (Prato). We will actively continue to expand the overseas business.

Each of these bases builds ICT infrastructure to realize smooth communications between the bases which leads us the consistent operation from the procurement of raw materials to sewing. We have supported business globalization of existing customers and have also established local businesses in these regions. We are challenging to become the strongest supplier in the world creating new values in both domestic and overseas markets.



TAKISADA-OSAKA TRADING (SHANGHAI) CO., LTD.  
STYLEM TRADING (SHANGHAI) CO., LTD.  
Room 1702, 1055 West Zhongshan Road, Changning District,  
Shanghai 200051, China

STYLEM TRADING (SHENZHEN) LTD.  
Room 10B District A, Shengye Tairan Hongsong Building, North Tairan  
Six Road, Futian District, Shenzhen Guangdong 518040, China

STYLEM INTERNATIONAL (H.K.) LTD.  
Unit 311, 3/F., Wing On Plaza, 62 Mody Road, Tsimshatsui East,  
Kowloon, Hong Kong, China

iPalette (HK) Limited  
Unit 311, 3/F., Wing On Plaza, 62 Mody Road, Tsimshatsui East,  
Kowloon, Hong Kong, China

STYLEM KOREA CO., LTD.  
#3F, 33, Apgujeong-ro 80-gil, Gangnam-gu, Seoul, 06016, Korea

STYLEM INTERNATIONAL (INDIA) PVT. LTD.  
118, First Floor, Rectangle One Building, Saket District Centre, Saket,  
New Delhi 110017, India

STYLEM ITALIA S.R.L.  
Via Campostino di Mezzana 7/9 59100 Prato (PO), Italy

HO CHI MINH REPRESENTATIVE OFFICE  
Unit 06, Second Floor, Canary Plaza Commercial Complex,  
No.5 Binh Duong Boulevard, Binh Hoa Ward, Thuan An District,  
Binh Duong Province 823942, Vietnam

BANGKOK REPRESENTATIVE OFFICE  
Riverview Place Building C, 3rd Floor, 36/57 Rama 3 Road, Chongnonsi,  
Yannawa, Bangkok 10120, Thailand

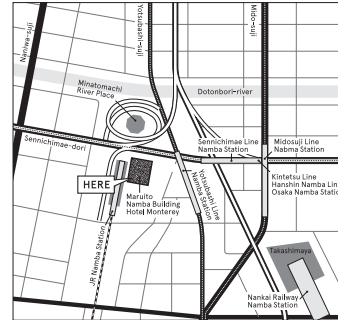
BANDUNG REPRESENTATIVE OFFICE  
Myoffice18 Unit208, Jl. Lamping No.18, Kelurahan Pasteur,  
Kecamatan Sukajadi, Bandung 40161, Indonesia

# CORPORATE PROFILE

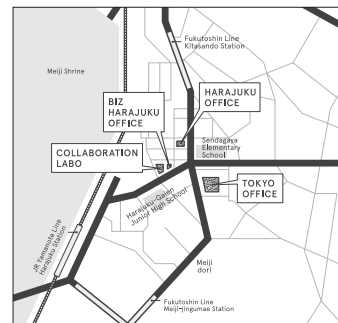
<b>Company Name</b>	STYLEM CO., LTD.
<b>Corporate Brand</b>	STYLEM
<b>Main Business Activities</b>	Wholesaler and trader of garments and textiles for clothes
<b>Founded</b>	1864
<b>Incorporated</b>	October 20, 2014 (TAKISADA-OSAKA CO., LTD. was split to form STYLEM CO., LTD.)
<b>Capital</b>	310 million yen
<b>Representative Directors</b>	Ryuta Taki (Chairman) Masayuki Sako (President)
<b>Number of Employees</b>	643 (as of February 2019)
<b>Headquarters location</b>	Maruito Namba Building 11F, 2-3, Minatomachi 1-chome, Naniwa-ku, Osaka, Japan T +81 6 4396 6500
<b>Annual Group Sales</b>	98.2 billion yen (as of January 2019)
<b>Products</b>	Women's and Men's textiles, Women's and Men's garments, Fashion goods, Nightwear and Bedding, Gift products, Lifestyle goods, Raw materials and Raw threads
<b>Primary Banks</b>	MUFG Bank etc.
<b>Shareholder</b>	TAKISADA-OSAKA CO., LTD.
<b>Affiliated companies</b>	TAKISADA-OSAKA TRADING (SHANGHAI) CO., LTD. STYLEM TRADING (SHANGHAI) CO., LTD. STYLEM TRADING (SHENZHEN) LTD. STYLEM INTERNATIONAL (H.K.) LTD. iPalette (HK) Limited STYLEM INTERNATIONAL (INDIA) PVT. LTD. STYLEM ITALIA S.R.L. STYLEM KOREA CO., LTD. LION HEART CO., LTD. TAKISADA KANSAI WAREHOUSE CO., LTD. REVIVE CO., LTD. ATTIVO CO., LTD. SANRITSU CO., LTD. HOKKOH CO., LTD. SUGIMURA CO., LTD. WATANABEYA CO., LTD. HOEI SHOKAI CO., LTD.

## Location

### OSAKA Headquarters



### TOKYO



### TOKYO OFFICE

Sumitomo Fudosan Harajuku Building 1F, 34-17 Jingumae 2-chome, Shibuya-ku, Tokyo 1500001, Japan  
T +81 3 5770 5250

### HARAJUKU OFFICE

Myojo Building 8F, 50-11 Sendagaya 3-chome, Shibuya-ku, Tokyo 1510051, Japan  
T +81 3 5786 1095

### BIZ HARAJUKU OFFICE

BIZ Harajuku 2F, 53-2 Sendagaya 3-chome, Shibuya-ku, Tokyo 1510051, Japan  
T +81 3 5770 6140

### COLLABORATION LABO

Harajuku Grand Hills 2F, 53-6 Sendagaya 3-chome, Shibuya-ku, Tokyo 1510051, Japan

### OVERSEAS

Vietnam / HO CHI MINH REPRESENTATIVE OFFICE  
Thailand / BANGKOK REPRESENTATIVE OFFICE  
Indonesia / BANDUNG REPRESENTATIVE OFFICE

**STYLEM CO.,LTD.**

Maruito Namba Building 11F,  
1-2-3 Minatomachi Naniwa-ku,  
Osaka 5560017, Japan