



We All Have a Stake in What Happens in the World

UNIQLO uses the daily process of making and selling clothing to help pursue its corporate mission: "Changing clothes. Changing conventional wisdom. Change the world." In order to make a difference, we need societies that encourage children and young people to realize their heartfelt dreams, big or small. But people can only dream if they can freely express their thoughts and feelings. We believe society should provide individuals with the freedom and space to actively pursue their dreams, and ultimately contribute to society, generating a positive cycle which enriches both individuals and society as a whole.

The real world doesn't always work like that. There are countless socially or economically disadvantaged children and young people who barely have the courage to formulate a dream, let alone pursue it. In today's globalized, interconnected world, nothing happens in isolation and we are all affected by such glaring inequalities.

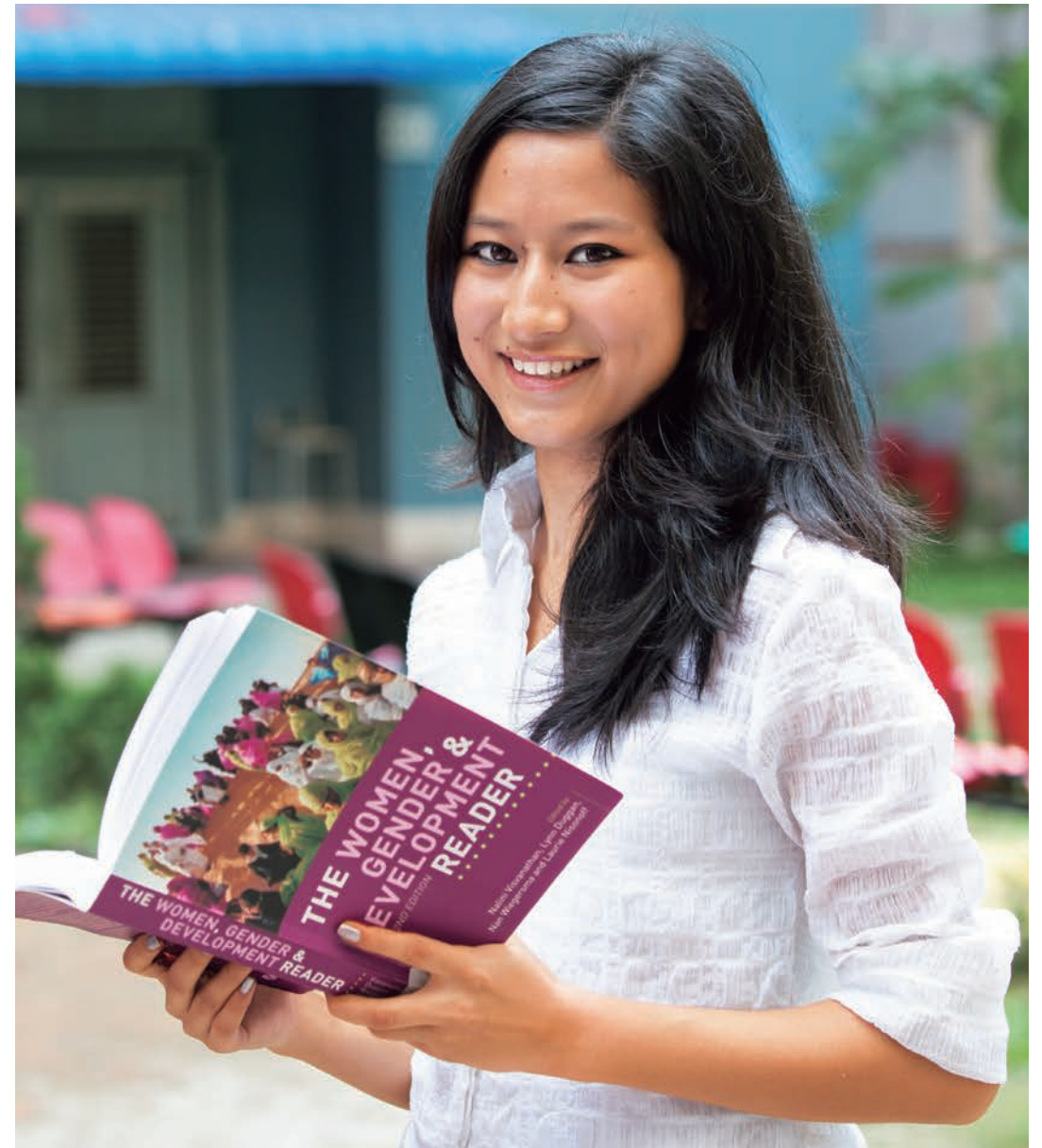
Supporting students at the Asian University for Women; providing ongoing disaster recovery support in northeast Japan; organizing eight Clothes for Smiles projects to help foster the hopes and dreams of disadvantaged children worldwide. These are just some of the projects spearheaded by UNIQLO's strong conviction that supporting the next generation is the best way to change our world for the better.

For more information about these projects, including progress reports, visit:

<http://clothesforsmiles.uniqlo.com>

THE POWER OF CLOTHING

— Making The World A Better Place —
Broader, Brighter Future Opportunities



The Power of Clothing
Making the World a Better Place

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**EMPOWERING
THE NEXT GENERATION**

Broader, Brighter Future Opportunities

No one can predict what lies ahead, but we can help create a better future. Some issues can be addressed immediately. Others require perseverance over five or ten years, just like teaching the next generation to till, sow and water the land, and harvest the crops. In this issue, we look at three UNIQLO projects designed to support today's precious youth.



EMPOWERING
THE NEXT GENERATION

01

Be Open to New Ideas

The majority of students at the Asian University for Women (AUW) live on campus. We interviewed first-year students, who come primarily from countries where higher education is not readily accessible to women, and asked them about their aspirations.



Akriti Manandhar Nepal, first-year student at AUW

Making a Difference by Empowering Myself through Education

In Nepal, the differences for children living in cities and the countryside are great: In the countryside, public transport is often poor and children can spend hours walking to school, poor hygiene standards place students at greater risk of illness, and can discourage parents from sending their children to school at all.

Furthermore, girls have traditionally been encouraged to marry early, raise children and take care of the home, leading some parents to question the need to educate females. This attitude, often the norm in Nepal, has resulted in persistently low literacy rates among rural Nepali women.

I was born in Kathmandu, the capital of Nepal. I was passionate about learning from a very early age.

I believe the desire to learn is a personal choice that comes from within, and, whatever your environment, you can always learn something new if you put your mind to it. I earned good grades and am now on a full scholarship, so my parents don't have to pay.

My mother looks after the house and works at a sewing factory, so I know deep down she wants me to succeed in my studies.

In Kathmandu, university students tend to choose professional or technical majors, such as commerce or medicine. I was attracted to liberal arts such as social studies and philosophy, even though students often avoid these subjects because they are not considered so effective for finding a job straight away after graduation.

My aunt, a journalist, recommended AUW when she learned I was interested in a liberal arts degree. Not long after, an AUW representative visited our high school. I then did some research online and discovered that AUW offered the perfect classes and activities for me, so I applied immediately.

Most of the students at AUW live on campus. Students from different cultures, religions and languages all live together in dorms. I share a room with four other first-year students. AUW helps students thrive by emphasizing openness and diversity in both our studies and personal relationships. We are constantly experiencing and learning new things from those around us.

I have recently developed an interest in politics and economics. I haven't decided my major or my future career yet, because there are so many options and so much I want to learn! One thing I know for certain is that, ultimately, I want to return to my home

country to work and help Nepali women take a more active role in society. Professional opportunities for women in politics, journalism and elsewhere are rare, and my dream is to help change all that.

This pattern on my palm is a skin decoration known as a mehndi. Hindu women draw them on their arms and legs to celebrate occasions such as weddings. One of my roommates from Bangladesh drew a mehndi for her relative's wedding and we thought it would be fun to all get one.

Living with people from different backgrounds has really broadened my perspective, and helped me assess my own beliefs and identity. Even after I return to Nepal and begin working, I want to continue to reach out and learn about different cultures and build relationships with all kinds of people.



EMPOWERING THE NEXT GENERATION

01

The Asian University for Women is Just as Special to the Faculty

The majority of students from 16 countries live in dorms. All classes are taught in English. Faculty members are passionate about bringing the diverse student body closer together. We asked them what makes AUW such a special place.

Fahima Aziz, Vice Chancellor

Why AUW is an All-women's University

I believe education is vital for living a meaningful and productive life. In many Asian countries, women are expected to marry very young, and so they miss out on a formal education. They never get a chance to explore their true identities, undiscovered talents and potential, and, in many cases, woman cannot fully exercise their rights as citizens.

In order for women to express themselves and fulfill their potential, they need an environment where they can feel safe, voice their opinions freely, and enjoy respect and trust. That is one of the major reasons why AUW is an all-women's university, rather than a co-ed institution, and is something I also experienced at an all-women's college.

I hope AUW graduates will become caring citizens and ethical leaders. I would like to see them return to their home countries to use what they have learned to improve their communities. I hope that they will help make education accessible to more and more women.

It is truly inspiring to hear how the students are already talking about how to participate in civic activities, and help drive positive change after graduation. For example, some students tutor young children after school, while others participate in multi-ethnic programs during the summer holidays.

Each woman is doing her best to address the difficult issues facing society today, and I am very proud of them.



Rebecca Hartmann, Dean of Student Affairs

Students Develop Mutual Respect through Dormitory Life

Of a total 501 students, 471 live on campus in dormitories. We try to place students from as many different countries in one room, to help students learn to use English more freely and fluently. Living in the dorms also encourages students to build friendships and learn about different cultures, religions and lifestyles.

The many cultural events planned by the students throughout the year also provide a great opportunity for them to learn about each other. Scheduling time to rehearse and perform routines in traditional dress on stage helps to cultivate respect for different cultures.

I think the fact that AUW is an all-women's college makes it much easier for students to reach out to each other and accept diversity among their fellow students. I believe that is a definite advantage of an all-women's college.



Margaret Kruszewska, Director of Writing Center & Assistant Professor of Asian Studies

Beyond the Pressure and Hard Work

The majority of students would never get to complete university-level studies without AUW, and they know it. My family was poor, so I understand the benefits of higher education as well as anyone.

At many American universities, only certain students are required to take writing courses, but all AUW students are expected to attend writing classes. Our students understand the need to improve their English proficiency, and I am always struck by how determined our students are to make the most of every single opportunity. It is very exciting to teach students who are so passionate about their studies.

The women are all under significant pressure to achieve, and so they work hard. They are motivated by an unwavering desire to excel rather than any moral or religious code, and it is very meaningful for us as educators.



UNIQLO Supports the Asian University for Women

Located in Bangladesh, the Asian University for Women (AUW) was founded six years ago with the aim of cultivating the next generation of female leaders. UNIQLO supports AUW by offering scholarships to motivated young women.



UNIQLO AUW Scholars

AUW was established in 2008 in Chittagong, Bangladesh's second-largest city. As a port city, Chittagong's multi-ethnic population and long, rich cultural history has made the city a center for trade, commerce, industry and education.

Chittagong's long experience of ethnic diversity, and the challenges that poses, are representative of many parts of Asia today. How should nations address religious and cultural differences, diversity of language and socio-economic inequalities to build a better world? Many of Asia's challenges must be addressed by the individual through positive change.

Education is often the greatest agent for change. Educated individuals can apply their knowledge to resolve issues facing their local communities, and beyond. Education teaches tolerance and respect for different cultures and values, and creates a

common foundation upon which diverse peoples can support each other and improve global society.

The vast majority of graduates from AUW's five-year academic program are the first females in their family to earn a college degree. Of the total roll, 94% of students live on campus, and approximately 60% are on full scholarships.

In 2013, UNIQLO established a donor program to provide US\$1 million in scholarships over a five-year period. Twenty promising young women were selected for full scholarships. UNIQLO supports these highly motivated women in their quest for higher education and believe many of them will become the next generation of leaders in Asia.

UNIQLO is committed to empowering women in society. Helping capable young women thrive will open up an endless realm of possibilities for the future.

Clothes Help Support Ongoing Disaster Recovery

UNIQLO continues to actively support young people affected by the March 2011 earthquake and tsunami in northeast Japan, because we believe instilling hope in young people is vital to the region's overall recovery. UNIQLO offers a variety of support activities for young people living in affected areas, including the in-store work experience program.

Futaba High School student
Shunsuke Takada
experiences working life
in the UNIQLO Iwaki
Onahama Store

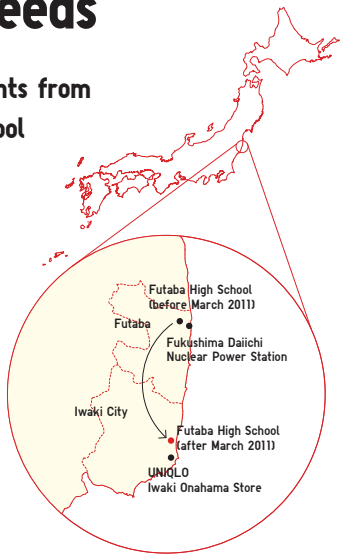


EMPOWERING THE NEXT GENERATION

02

High-school Students Strive to Satisfy Local Needs

First-year students from Futaba High School take part in the UNIQLO work experience, part of our program to help rebuild local communities.



The first-year students from Futaba High School in Fukushima prefecture look nervous as they trade their classroom for the UNIQLO Iwaki Onahama Store. Their school, previously located just 3.5 kilometers from the Fukushima Daiichi Nuclear Power Station, was evacuated from Futaba to Iwaki after the March 2011 disaster. Even though the school roll has shrunk from 400 students to 65 (14 first-year students) and extra-curricular activities have fallen from 27 to eight, most of the students are pretty resilient. As Shoko Hashimoto, business director of ADRA Japan says, “Children can accept reality quicker than adults, and look towards the future.”

Hashimoto adds, “Right now, we need to provide the vital links young people need to build the confidence to move forward in a positive way. These include links to local society, pertinent information, and versatile companies that can help broaden the experience and horizons of young people affected by the disaster.”

UNIQLO stores offer clothes that are made for all,

including high-school students, and serve as a contact point with local society. It is difficult to facilitate disaster recovery simply by providing emergency supplies and external support. But UNIQLO, with the help of ADRA Japan, can offer local high-school students the opportunity to overcome their fears and anxieties through practical experience.

This particular disaster recovery project spanned five months, finishing off with three days working in a UNIQLO store. The Futaba High students’ mission was to make the UNIQLO Iwaki Onahama Store the most well-liked store in the area. They came up with many unique ideas for surveying local needs, and developing practical fashions for the region’s major agriculture and fishing industries. They even presented their ideas at the UNIQLO head office.

Today is day one of the three-day work experience, and the students are rigid with nerves. Despite practicing at the morning meeting, they

have trouble voicing the usual greetings once on the shop floor. But they gradually begin to mill around, encouraged by customers who appreciate their earnest smiles, and inspired by the cheerful, hard-working UNIQLO staff.

Back in their familiar classroom and school uniform, the students look relieved but happy. Comments such as, “I never knew work was so hard,” or, “It was hard work, but I am keen to try out other jobs too now,” show how the students managed to conquer their fears and picture better things ahead. Even if it didn’t turn out quite as they expected, today’s bold step can develop into tomorrow’s stride, as the students build up the confidence to pursue a more active future.

Reflecting on the day’s activities, the class teacher, Yukari Hagiwara, said, “Having seen the smiles on their faces and their willingness to move out of their comfort zone, I am convinced that every student has strong potential. I really want to see them put the support they have received to good use.”

INTERVIEW



Shunsuke Takada

I like clothes, so I helped coordinate the outfits my friends wore during the work experience.



Sayaka Shiga

I was really nervous because I’m shy, but I thoroughly enjoyed the experience.



Haruki Yamaguchi

My grandparents work in the fishing industry, so I coordinated some clothing displays to suit them.



Ryoma Sugano

I haven’t decided on a career yet, but I enjoyed dealing directly with customers.



Serbian girls select their clothes with great care

EMPOWERING THE NEXT GENERATION

03

Clothes for Smiles Delivering Dreams and Hope to Children Worldwide

The Clothes for Smiles project was established jointly by UNIQLO and professional tennis player, Novak Djokovic, to create a better future for children around the world. We selected eight ideas from 739 solicited across 46 countries. After a careful review process, we settled on eight projects and set about bringing them to life, one by one. This issue looks at the Girls Soccer Project in Ghana, and the Shopping Experience in Djokovic's home country of Serbia.

EMPOWERING THE NEXT GENERATION

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Girls Soccer Project Empowers Female Youth in Ghana

As soccer helps empower girls in Ghana, Zimbabwe and Bangladesh, attitudes within families and local communities are also changing for the better.



Some girls receive inferior education and health care just because they are female. The Girls Soccer Project helps disadvantaged girls make friends and work together, and ultimately participate more fully in their local communities. The Girls Soccer Project was developed by UNIQLO and Plan Japan, an NGO supporting children in developing countries. UNIQLO also provides the soccer uniforms.

The Southern Region finals in Ghana, West Africa were held in December 2013. Over 60% of girls in Ghana drop out of primary school. Some girls who, for economic reasons, can't attend primary school on a regular basis often end up getting married and having children too early. The soccer games are exciting events, and there are plenty of eager supporters among the soccer-crazy villagers. On the

pitch, the girls get to feel what it is like to be the center of attention, with everyone rooting for you. This helps build the confidence they need to participate actively in society. Gifty, pictured here in the center, tells us how the project influenced her family.

"Watching me come alive through soccer has changed the way my mother and siblings see me. They now support my dream to become a journalist. I used to be really shy, but now I speak to the villagers during half time about social issues such as school drop-out rates and unwanted pregnancies."

Gifty is no longer that reserved girl who never voiced her own opinions. She has gained the determined will and energy to help build a better future for younger local girls, and her local community as a whole.



The Shopping Experience Project Provides Precious Fun for Child Refugees —Serbia—

Serbian children are full of curiosity as they enter the purpose-built UNIQLO store, their eyes bright with anticipation of magnificent things to come.

Going out to buy new clothes; choosing, trying on and buying. That's a rare experience for children of refugee and displaced families in Serbia.

Ethnic conflict erupted in the 1990s in the former Eastern European nation of Yugoslavia, which includes today's Serbia. As the civil conflict dragged on, many people were forced to leave their homes and communities, becoming refugees or internally displaced people. With no clear resolution to the ethnic conflict, approximately 300,000 Serbians were still living an unnaturally restricted life in 2013. Second-generation refugees, along with the children of displaced persons, can find it even harder than adults to look to the future because they do not know what is like to live a free life.

The Shopping Experience Project, devised by UNIQLO and Actions for Children and Communities (ACC), offers children the chance to select and "purchase" their own clothes as a way to help them become who they want to be. The shopping experience is designed to build the children's confidence, so they can face the future with optimism and vigor.

A steady stream of children visited the special-purpose UNIQLO store set up in Belgrade, full of excitement and anticipation at the precious delights to come. The store was filled with 3,200 colorful items in 25 different clothing ranges. The children were so excited to see so many beautiful clothes in one place, and hear the cheerful "Dodar dan" or "Good day" greetings from UNIQLO staff. Some kids cheered and

others were overwhelmed at first.

Professional staff helped the children pick out four items (innerwear, jacket, pants and shirt) to "buy" with the voucher they received at the door.

Buying four new items all at once was a first for many kids. Some weren't sure where to start, but their faces lit up once they tried the clothes on and saw their reflection in the mirror. You couldn't help but smile at their delight.

The kids then went to the checkout to "buy" their clothes with the voucher, proudly swinging their white shopping bags bulging with new clothes. Even though they didn't actually use money, they got a lot out of the satisfaction out of "buying" something themselves.

Over four hundred children passed through the store's doors during the two-day project. Staff from UNIQLO stores in Japan, France, the UK and the US, along with students studying Japanese at Belgrade University and staff from the Japan International Cooperation Agency (JICA), all came together to ensure each and every child enjoyed a very special day.

The day ended with a wonderful performance by the children. Clad in their new clothes, the children's faces expressed many emotions from excitement, self-confidence to gratitude. Looking on, we were reminded of how clothes can help comfort disadvantaged children and give them the confidence to face the future. We will continue to use the power of clothing to help support children's hopes and dreams.

