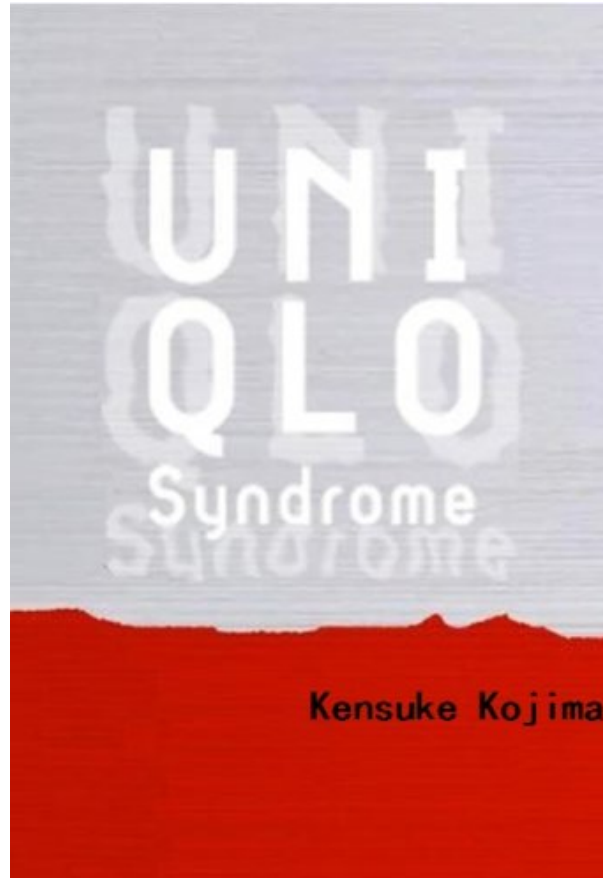
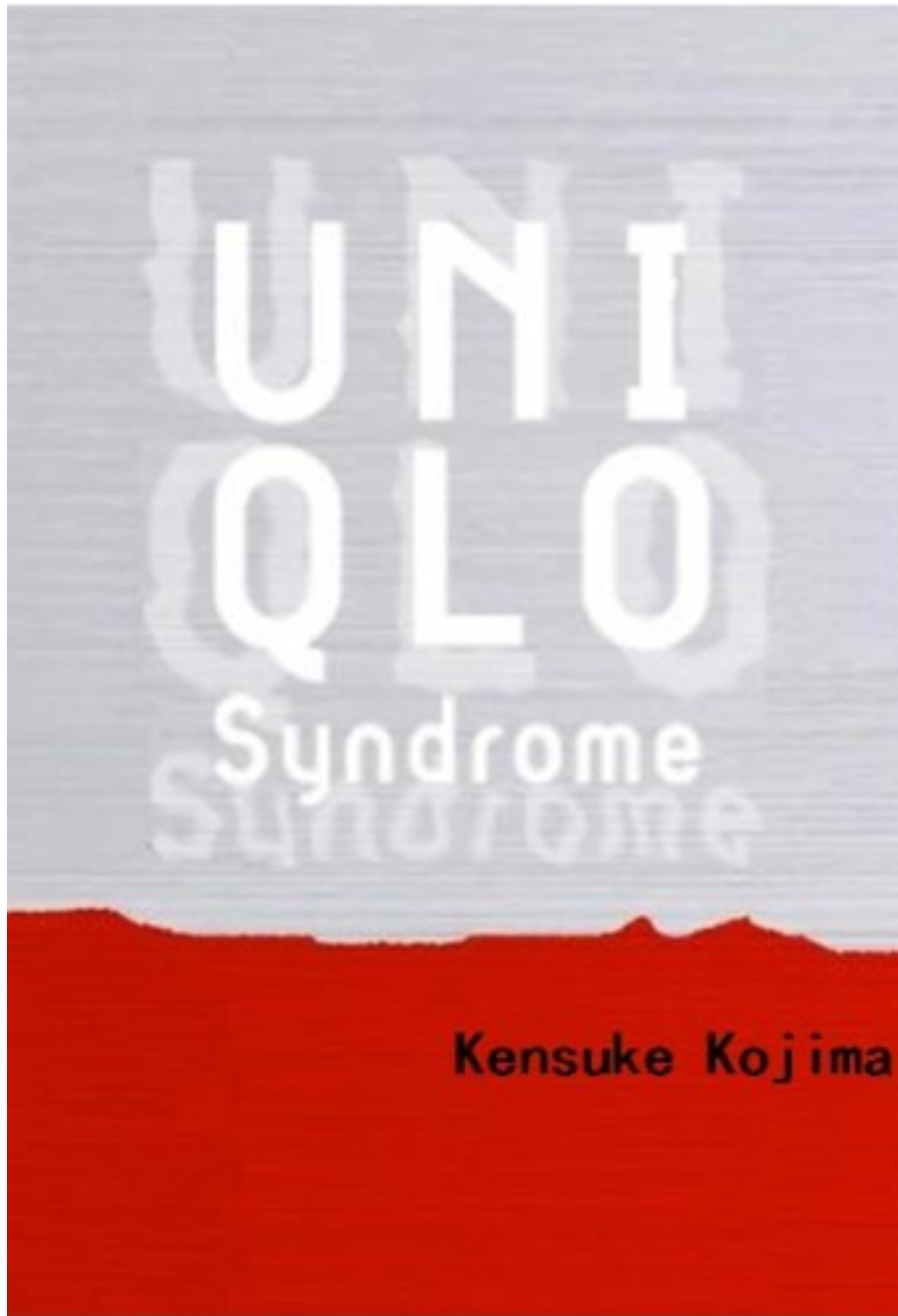


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UNIQLO SYNDROME BY KENSUKE KOJIMA PDF

In this book, Kensuke Kojima, a prominent fashion business consultant and a pillar of the Japanese fashion industry, intends to reveal the factors behind Uniqlo's astounding success. Our modern track record of global equalization has changed many aspects of our lives, from industrial structure to personal consumption styles. It affects not only the fashion apparel business but also the industries of home electronics and automobiles, prompting economic decline and the regression of consumptive civilization by decaying the sensibilities of young people everywhere. Kojima proposes that this phenomenon be called Uniqlo Syndrome.

Author – Kensuke Kojima

Born in 1950, Keio University graduate Kensuke Kojima started his career as a leading women's specialty retailer. He established Kojima Fashion Marketing Co., Ltd. in 1981, and has since focused on highly effective marketing strategies based on accurate operating data collected from national and regional shopping centers. As an innovator, Kojima assists major retailers and apparel manufacturers in the development of their business through intensive research, educational programs and strong analytical columns for major trade magazines.

He has also published more than 10 books, including the new title Uniqlo Syndrome.

Translator and Publisher – Makoto Kurita

Born in 1960, Waseda University graduate Makoto Kurita started his career with an SPA (specialty-store retailer of private-label apparel) company. He established Tenkai-Japan in 2007, and has since focused on introducing Japanese fashion abroad in the context of Cool Japan.

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- Format: Kindle eBook

Most helpful customer reviews

3 of 3 people found the following review helpful.

A good insight into Japanese fashion and business

By PGE246

I really enjoyed this. I'm not Japanese, but it was interesting to read about Uniqlo now that we're seeing more and more of its shops in the West. It's not just about Uniqlo either - there's lots of insight into modern Japanese society in general too.

I thought the fact that the author is a Japanese fashion consultant gave it a real edge over other books about Japanese fashion/business.

This is a good choice for anybody who's interested in Uniqlo, but it's also good for fans of Japan's ultra-modern image and its fashion, business and culture.

1 of 1 people found the following review helpful.

An amazing book predictiong the future of apparel world around Japan

By S.P.

The original Japanese edition of the book Uniqlo Syndrome hit bookstores in 2010, and shocked many Japanese, I myself was among them, making concious of their status in global apparel world.

Because Uniglo already resolved to grow speedily worldwide, this book may be a source of very useful information also for English speaking people. And globalization is an inevitable flow worldwide, this book may interest also people of all industries.

0 of 0 people found the following review helpful.

A factual look into the quasi-current "fast" fashion industry.

By FireMesh

This book is about the "current" (2010) trend in fashion/apparel industry mainly in Japan, through the lens of the Uniqlo brand. The whole book reads kinda bland, very factual, and matter of fact, so luckily it isn't too long.

Some interesting facts about other current darlings of fashion brands such as H&M, Zara, Forever 21, etc., but it repeatedly focus on how if possible, Uniqlo is going to achieve its goal in 2020 of 5 trillion yen sales revenue.

Some of the observation by the author may be slightly outdated, but still provides some interesting look into various types of fashion business models.

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