



 **Fukusuke**  
CORPORATE PROFILE

# Greeting

In 2019, Fukuske marked the 137th anniversary since its foundation.

Fukuske's legwear and innerwear have long offered our customers reliable quality at reasonable prices. Because our products come into direct contact with the skin, we have taken meticulous care in their manufacture and sale. Our employees have worked very hard together to provide utmost satisfaction to our customers.

Our business began with the industrialization of the manufacture of traditional Japanese TABI socks. Throughout our history, we have dedicated our utmost efforts to build quality into our manufacturing by starting from inventing our own sewing machine. The efforts have been supported by our customers and have enabled us to secure the solid industry position until today.

The traditional craftsman's commitment to make quality legwear has continued throughout the company's long history and become an integral part of the DNA of every Fukuske employee. Also, our commitment to comfort and safety, backed by the proven technology will always be our priority. We will spare no effort in helping all of our customers to enjoy the Japanese spirit of 'Omotenashi' from the customers' very first fitting of our products.

Our customers' lifestyles have been increasingly diversified in accordance with the rapidly changing global environment today. We always exert our efforts to take proactive approach, to be sensitive to our customers' varied needs, and to be flexible in our product planning and proposals. We create technological innovations in beauty and health from a legwear perspective, and incorporate them into bold product planning so that our customers can gain a sense of excitement when they first encounter Fukuske products.

Fukuske – is constantly changing, while also staying unchanged to value both innovation and tradition. The Fukuske Group, as a versatile manufacturer, is committed to offer products and services that we hope will enrich the lives of our customers.

We sincerely thank you for your continued patronage.

# Corporate Philosophy

## Bringing “Happiness” to Mind and Body

Today’s excitement will shape tomorrow’s culture

### What is Fukuske ?

Fukuske (“Mr. Happiness” in Japanese) is a fortune doll, believed to bring happiness and business success. The Fukuske doll in this pose is the trademark of Fukuske Corporation, and it represents a virtue of human. In addition, the pose of lowering his head and placing both hands on the ground means “treat customers with the utmost courtesy.”



### History

- 1882 Opened “Marufuku” to sell Japanese traditional socks, TABI ( Sakai-ku, Osaka )
- 1900 Registered “Fukuske” as trademark
- 1919 Fukuske TABI Co., Ltd. was established ( Capital : 1.5 million yen )
- 1919 - Expanded sales network throughout the country
- 1932 - Expanded product lines to socks, shirts, and shoes, etc
- 1936 Launched women’s silk pantyhose
- 1941 Opened new Shikoku TABI factory and commenced manufacturing TABI socks ( Kagawa )
- 1951 Implemented the radio advertising for the first time in the industry
- 1955 Commenced TV advertisement
- 1958 Expanded product lines to include knit products ( innerwear )
- 1964 Changed company name to Fukuske Corporation
- 1965 - Commenced collaboration with overseas brands
- 1982 Celebrated 100th anniversary
- 1991 Launched “Manzoku”(meaning, Satisfaction) pantyhose brand
- 2003 Headquarters functions were transferred to Shibuya-ku, Tokyo. The company was reborn as new Fukuske Corporation
- 2005 Opened the first directly-operated store
- 2006 Acquired shares of Kanebo Stocking Co., Ltd. and changed the company name to KB Fukuske Co., Ltd.
- 2008 Commenced overseas sales mainly at department stores in Shanghai, China
- 2009 Fukuske Corporation became a consolidated subsidiary of Toyota Tsusho after Toyota Tsusho increased its stake in Fukuske to 75.2%
- 2011 Established Fukuske (Shanghai) Trading Co., Ltd. in Shanghai
- 2013 Became a wholly-owned subsidiary of Toyota Tsusho Corporation through stock swap
- 2015 Acquired shares of Unitika Berkshire Co., Ltd. Fukuske Corporation, KB Fukuske and Unitika Berkshire were merged and became new Fukuske Corporation



## Our Main Exclusive Brands ( only in Japan )

福助  
fukuske  
since 1882

fukuske  
A brand to support lifestyles of customers with a concept of "change your life from a pair of socks"



福助足袋

fukuske TABI  
Tradition and quality accumulated since company foundation  
The Fukuske's flagship brand



満足

Manzoku  
(meaning, Satisfaction)  
A legwear and innerwear brand aimed to provide comfort to your legs and sense of satisfaction to your mind



FRANTICA  
closet

FRANTICA closet  
A brand aimed to fill women's closet with beautiful and bright legwear because their dressing-up starts from choosing the right legwear



## Licensed Brands ( only in Japan )

adidas

Admiral

Brooks Brothers

★CONVERSE®

Disney

ELLE PLANETE

HANAE MORI

Hush Puppies®

MACKINTOSH  
PHILOSOPHY

mila schön  
milano

TOROY®

Vivienne  
Westwood  
ACCESSORIES

Also have expansion in many other fields.

# Fukuske's Craftsmanship

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## Yarn

Only Fukuske's original yarn can produce highly comfortable products.



## Dyeing and Water

We have focused on creating beautiful colors since the company's foundation.



## Knitting Machine

We focus on the best shape and fit.



## Design

We design not only the socks, but also the dressed appearance.



## Operation in Field of Medical Supplies



Fukuske was founded in 1882. Beginning from the TABI ( traditional Japanese socks ) store, we have been manufacturing and selling legwear and innerwear including socks, stockings, etc. along with the change of the times.

For more than 130 years, we have sincerely cared about people's feet. Our passion to create truly high quality products continues to be succeeded and we are aiming to bring happiness and impression to our customers.

With the motto, "Bringing Happiness to Mind and Body", we launched the compression stockings brand "fukuske MEDICAL LABO" as a new stepping stone to the medical field.

Fukuske MEDICAL LABO continues to help enrich precious patients' lives by pursuing comfort and good touch in our products and by supporting the health of the feet.

## Support Activities for Disaster



Compression stockings are necessary for health maintenance at the time of disaster, not only for the prevention of thrombosis but also for the treatment of existing thrombosis. We are promoting to spread compression stockings in order to prevent secondary damages at the time of disaster.

The West Japan was hit by heavy rain disaster in July 2018, and Hokkaido was stricken by a large earthquake with seismic intensity of 7 in September 2018. To support these disaster-stricken areas, our team joined the medical examination efforts for Deep Venous Thrombosis (DVT) carried out in evacuation centers. For those who showed DVT in the test results, we distributed our compression stockings and gave instructions on how to wear under the supervision of a physician.



### Disaster Elastic Stocking Association "DESA"

DESA was established through an initiative taken by Fukuske Corporation and other Japanese domestic manufacturers as well as the doctors to aim at "zero disaster-related death". The association defines criteria to wear compression stockings, promote stockpiling, and build supply systems for disaster-stricken areas.



### Social Emergency Management Alliance "SEMA"

Fukuske Corporation joined an emergency disaster management alliance called "SEMA". The association is the cross-sector alliance to collaboratively provide emergency relief assistance in response to future natural disasters in Japan, in partnership with NGOs and central / local governments.

At the time of the West Japan heavy rain disaster occurred in July 2018, we sent 2,993 pairs of socks for women and children as part of the activities under SEMA.

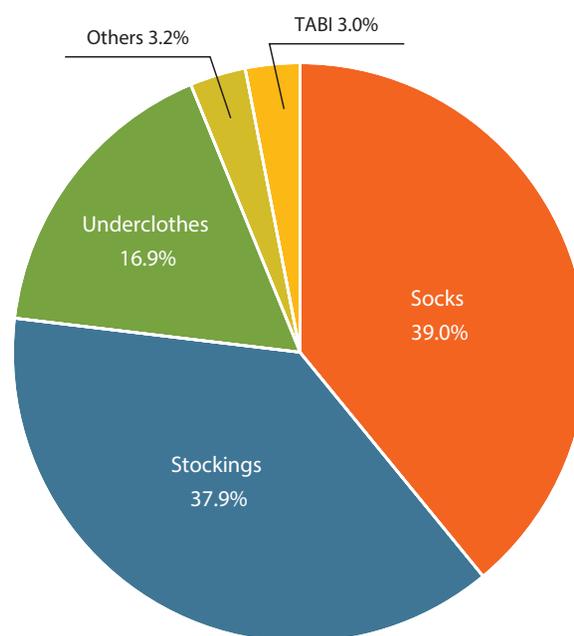
# Company Profile

Company name	Fukuske Corporation	
Established	November 24, 2000 (Business foundation in 1882 )	
Head office	Kyocera Bldg. 4F, 6-27-8 Jingumae, Shibuya-ku, Tokyo, 150-0001 Japan	
Contact No.	+81.3.6418.1400	
Offices	Sapporo office / Osaka office / Sakai office / Kyushu office	
Factories	Tottori factory / Kumamoto factory	
President	Yoshifumi Sahashi	
Our business	Manufacture, wholesale and retail of TABI socks Wholesale and retail of socks, underwear and stockings	
Affiliated companies	Shikoku Fukuske Co., Ltd. 5-4-27 Minami-machi, Kan'onji, Kagawa, 768-0070 Japan	Contact No. +81.875.25.2380
	Fukuske Logistics Co., Ltd. 3-1-1 Eidaicho, Sakai-shi, Osaka Sakai ward, 590-0065 Japan	Contact No. +81.72.223.2152
	Fukuske (Shanghai) Trading Co., Ltd. Room 904, An Tai Building, No.107, Zunyi Road, Changning District, Shanghai, China	Contact No. +86.21.6275.1717
	Shanghai Hua Zhong Hosiery Co., Ltd. Room 401-405, No.13 Building, No.135 Guowei Road, Shanghai, China	Contact No. +86.21.6095.4808
	Suzhou Hua Zhong Knitting Co., Ltd. San Gang Cun, Ludu Town, Taicang City, Jiangsu, China	Contact No. +86.512.5371.8268
Direct-sale stores	29 stores	

## Our Business at a Glance



Sales ratio by channel in FY 2017



Sales ratio by product in FY 2017



**Fukuske**

## **Fukuske Corporation**

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