



Uniqlo has grown to 2,250+ stores in 25 countries across the world, it is now the **biggest** apparel chain in Asia (Martin Roll, 2020).

“We aim to become the #1 retail apparel group in the world.”

Sustainability Mission Statement

“UNLOCKING THE POWER OF CLOTHING”





The Direction of The Future Strategic Development

Emphasizing sustainable and ethical practise



- Enhance sustainable mission and increase positive brand image by creating social media activities and online campaigns
- Use AR technology to show the process of changing recycled clothing into new materials
- Launch new collections which emphasis feminism and gender equality to positively impact the brand image



Objectives

Advance in social media

- 200,000+ followers on Instagram, 100,000+ followers on Twitter (UK)

Engage with customers on social media activities

- 100,000+ posts on Instagram/Twitter using #RE.UNIQLO

Encourage customers to join the sustainability programme

- 30%+ customers use the recycling box in-store
- 30%+ customers use the AR technology

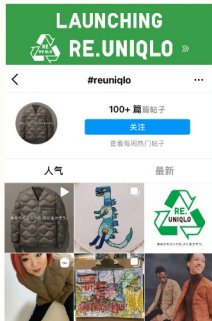
Direct communications of campaigns

- Push notifications and banner advertising

Timeline



#RE.UNIQLO



Online Campaigns



- Increase online appearance
- Encourage consumers to share their sustainability activities on social media using #RE.UNIQLO
- Promote the RE.UNIQLO collection



- Educate the consumers about how fashion could reuse the old clothing
- Earn the customers' trusts of really being sustainable and build positive brand reputation



AR Technology



Banner Display on Official Website & APP

No apologies for some incorrect details on A/P/Item-Mask packaging and reassure customers that A/P/Item-Mask remain safe for daily use. More details [here](#)

UK / 0 Company Help Store Newsletter

Search for products or content: Linen, T shirts, Dress

WOMEN MEN KIDS BABY UT COLLECTIONS NEW ARRIVALS PROMOTIONS

THE POWER OF CLOTHING

WE NEED YOUR HELP!

PLEASE BRING ANY DOWN PRODUCTS YOU NO LONGER USE INTO OUR STORES.

We accept any UNIQLO down products (except KIDS items).

1. Collect PET bottles
2. Crush and wash
3. Turn into recycled polyester chips
4. Make yarn
5. Ready to wear!!

SHOP THE COLLECTION

*The number of items available when you buy a down item is shown as a guide. Not applicable for down items in conversion or online.



- Immediately catch the key information of #RE.UNIQLO
- Promote the #RE.UNIQLO collection



Consumer Invitation

Before the AR Technology launched officially, Uniqlo could invite its loyal consumers to try beforehand and provide their suggestions.

- Send Uniqlo Members Email of Booking
- Customers Booking Through Link
- Questionary About the AR Technology After Experiencing



**Unlocking
The Power of Clothing.**

Been sustainable is always the mission of Uniqlo.

This year, we would like to introduce our **NEW AR** system to you and show how your **#RE.UNIQLO** collection is made from.

SHhhh! This chance is only for you to experience beforehand!
Click [here](#) to book your **brand new** **#RE.UNIQLO** experience.





"We believe we can turn the power of clothing into a force for good.
By designing, making and selling good clothing,
we can make the world a better place."

Coheres to the brand mission

Encourage more people to join #RE.UNIQLO

Protect the Planet, Care the People and Community
- Make The World A Better Place -