

# Branding in the Fibers, Textiles, and Garments Business

—Adding Value to Our Sustainability Practices—

Chori unveiled its redesigned logos for BLUE CHAIN™ and ECO BLUE™ at FaW TOKYO—FASHION WORLD TOKYO in April 2022. Since then, the Company has been devoted to strengthening its branding strategies in the Fibers, Textiles, and Garments Business.

**blue**  
chain™

SUSTAINABILITY  
COMES FROM THE WHOLE SUPPLYCHAIN.

## BLUE CHAIN™ Products and Initiatives



**ECO BLUE™**  
A recycled polyester fiber produced by turning used plastic bottles into plastic pellets



**WS™**  
A material that can be dyed quickly at low temperatures



**TEXBRID™**  
A highly durable, long-lasting, and stretchable material



**SPX™**  
A stretchable highly crimped polyester yarn made using PIN texturizing technology in the Hokuriku region



**BLUENY™**  
Sustainable nylon derived from fiber scraps and other recycled materials



**B-Loop™**  
A recycling initiative carried out in Japan and overseas in which new textiles are created from old ones



**MEDITERRANEAN GIZA™**  
A material that has reduced the amount of water used in cotton cultivation processes through the extensive use of a drip irrigation system



**MILLENNIUM ORGANIC™**  
A material made of ultra-white raw cotton that eliminates the need for chlorine bleach and excess reducing agents



**NEXUEDE™**  
A high-quality woven microfiber fabric that can be used as an alternative to artificial leather



**FREETEQ**  
A fully elastic material that accommodates a wide range of sizes and body shapes



**Natural Dye™**  
An environment-friendly material that uses plants and food residue as dyes



**ki re ri**  
A washable fabric that is refreshingly cool on the skin and combines exceptional appearance and comfort







## 01 Branding of SDG-Oriented Products

Chori began branding its SDG-oriented products in 2007, when it named its recycled polyester yarn derived from used plastic bottles ECO BLUE™ and registered it as a trademark. Recycling was becoming the center of attention in the textile industry at the time, and when a customer expressed the desire to make polyester out of recycled materials, we began focusing on expanding our line of SDG-oriented products.

While many associate the image of environmental conservation with the green color of forests, the ECO BLUE™ brand name was designed in blue to add some original flavor and to align with Chori's brand color. In continuing this trend, the word "blue" has been incorporated into a number of other SDG-oriented products and initiatives, such as BLUE CHAIN™ and BLUENY™, and has become the essence of the Chori brand.

## 02 Rebranding of BLUE CHAIN™ and ECO BLUE™

In light of the increasing focus on sustainability throughout the textile industry, we examined how we could differentiate ourselves even further from the competition and hold a competitive advantage to increase our market share. After careful consideration, we redesigned our logos for BLUE CHAIN™ and ECO BLUE™ in 2021. Given that BLUE CHAIN™ is the leading brand of Chori's SDG-oriented products and that ECO BLUE™ is the core line of products for that brand, we aimed to establish a uniform design. We approached designer Naomi Hirabayashi for this role because she is active on the front lines of the fashion industry, and we were convinced that she had the ability to further differentiate and enhance the competitiveness of the two brands. From the many incredible monochrome designs that were proposed, we selected the logos that caught our attention the most. The logos featuring rounded lowercase letters that offer an eco-friendly appearance and blue tones evoking an image of the earth and ocean were unanimously selected as we believed they would attract the attention of a wide range of customers.

After renewing these logos, we limited the scope of ECO BLUE™ products to recycled polyester fiber made from used plastic bottles, allowing us to differentiate these brands to an even greater degree.



## 03 Significance of Branding

In an age where we are flooded with similar products, it is essential that we differentiate our products so that they do not get buried in the market. Chori's raw material business offers outstanding product capabilities in Japan and excels at working with the world's leading material manufacturers and textile manufacturers who are adept at differentiating themselves from competitors. We worked with partner companies to create and strategically promote SDG-oriented products that accurately met the needs of the markets in Japan and overseas, leading to our recognition as a key supplier by world-renowned luxury and high-end brands, which we do business with from midstream to downstream. This has allowed us to expand our business beyond expectations. By building on this success, we have been able to gain a secure foothold in the market for SDG-oriented products, and we are now becoming more and more recognized by end-consumers as well.

## 04 Looking Ahead

In 2022, we also rebranded our PIN texturized yarn SPX™. Since then, we have continued to actively engage in branding practices such as registering trademarks for our names and logos associated with "blue," including BLUENY™ sustainable nylon yarn and the B-Loop™ recycling initiative.

The Textile Division aims to achieve sales of ¥30.0 billion from sustainability-based products by 2025. Our BLUE CHAIN™ initiatives are steadily expanding through the endorsement of approximately 140 partner companies from upstream to downstream, mainly those in the Hokuriku region. In addition to continuing to pursue higher levels of product quality, we will remain committed to our branding practices in order to further enhance our presence in the industry and strengthen our relationships of trust with customers.

