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各位

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「TIME」誌 掲載のお知らせ

この度2024年5月17日発行号の「TIME」誌（アジア版）に、当社代表取締役 肖俊偉のインタビュー記事が掲載されましたのでお知らせいたします。

お客様の声に耳を傾けデザインと履き心地の良さに重点を置いた商品作り、10年以上前より無料の修理サービスを導入しSDGsへの取り組み、また、オンライン販売に注力していることを取り上げていただいております。

Staying One Step Ahead
Japanese shoemaker WA Inc. evolves with the times by prioritizing customer needs.



In the fast-moving world of fashion, it's vital to keep up with the latest styles. The design team at Japanese footwear specialist WA Inc. doesn't just work to follow the latest trends—they look to set them. Junwei Xiao, president and founder of the company, emphasizes that the group's success is built on a blend of style and comfort, showcased through beloved shoe brands including Himiko, NICAL, MISCH MASCH and ORiental TRaffic. "We aim to inspire younger generations to wear heels or pumps, and we try to make things as eye-catching as possible while continuing to place a major emphasis on comfortability with our products," said Xiao. With decades of experience in the fashion sector, the group understands the importance of staying ahead of the market and listening to customers regarding product range and corporate social responsibility. As a result, WA is bucking the so-called 'fast fashion' trend of disposable style in favor of supporting the circular economy with a popular product repair system.

"More than 10 years ago, we started a special program in which we provide free repair services to wearers of our shoes so they can enjoy them for a longer time, and we can contribute to a more sustainable, waste-free industry. Once you purchase shoes through WA, you can utilize the service as many times as you like," said Xiao. The company's consumer-focused business model extends beyond borders, with outlets in Hong Kong, Taiwan and Macau. It hopes that its overseas sales can be boosted through its growing e-commerce channel, which has proved particularly successful in recent years.

While the prevailing wisdom may once have been that customers prefer to buy footwear in person, 30% of the firm's sales now take place online. "Due to the effects of the pandemic, people are even more likely to buy things like shoes via e-commerce. We are trying harder to develop our expertise in digital platforms by carefully considering how we conduct photo and modeling shoots," said Xiao.



当社掲載ページ（英文）



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以上