Infographic

By Sherine

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UNIQLO

STARTUP MINDSET

SHIN ZEN BI

AMBITIOUS

LIFEWEAR

SHUN

EXCELLENCE

KINO-BI

ZEN IN KEIEI

Lifewear

- Everydaywear
- Casual lifestyle
- Living life
- Made For All

Startup Mindset

- Always an entrepreneur
- Challenging
- Driven in life
- Play your own game

真善美

Shin Zen Bi

- Truth, Goodness, Beauty
- Authenticity
- Perfection
- Beauty

Zen In Keiei

経営

- Focused
- Being fully involved
- Live the principle
- Take control

Shun

旬

- Timing – neither early, or late
- Fast Retailing
- Up – to – date
- Fashionable

Excellence

- Customer-driven
- Over-the-top
- Japanese-ness

Kino-bi

機能美

- Functionality
- Beauty
- Quality
- Organization

Ambitious

- Socially responsible
- Makes the world a better place
- Be the best
- Promote Change