

Cool Japan Fund Inc.

Tokyo, July 16, 2019

## **Investment in an Apparel Manufacturing Cloud Platform to Support International Expansion of Apparel Brands**

Cool Japan Fund (CJF) has decided to invest up to 1 billion JPY (approximately 0.9 million USD) in “siteru Inc.”, a startup company headquartered in Kumamoto that offers cloud platform services to connect fragmented apparel manufacturing suppliers with professional designers or even amateurs.

“siteru”, with the help of their experienced concierges, offers a one-stop support for apparel manufacturing not only for apparel brands but also for companies that want original uniforms to encourage their employees as well as impress their clients/guests. Since it was founded in 2014, the company originating in Kumamoto, Japan has expanded and now services more than 13,000 clients.

“siteru” has constructed mutual trust with skilled sewing factories and fabric makers all around Japan and is expanding internationally. Their manufacturing network already numbers approximately 700 suppliers. Their production management system - “siteru control system” - reflects data of on/off seasons, skills, specialties or capacity for each factory. This way, they can match the ideal factory to the client’s requirements - item specifications, quantity, delivery lead time, etc.

CJF will invest growth capital in “siteru” so that the company can expand their business, further upgrade their data-driven system and reinforce their marketing activities both online and offline. Through this capital injection and comprehensive support from CJF, we aim to increase global competitiveness of Japanese apparel brands and designers by enabling them to speedily produce a variety of items. Concurrently, we attempt to bring technological innovation and stable operations into the local factories so that Japan can retain a world-class manufacturing supply chain for the next generation.

## About sitateru Inc.

Founded : March 2014

Head Office : Kumamoto city, Kumamoto Prefecture, Japan

Representative : Hidekazu Kawano, CEO

Business Details :

“sitateru” offers a one-stop support for apparel manufacturing to anyone including apparel brands, non-apparel companies and individuals. The service encompasses consultations, product realization, factory & supply-chain management and production control. Entire communications for the production process can be completed online.

Website : <https://sitateru.com/en>

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