

Cool Japan Fund Inc.
Tokyo, October 2, 2019

Investment in New York-Based, Japanese-Inspired Fashion Brand for Working Women

Cool Japan Fund (CJF) has decided to invest in M.M.LaFleur Inc. (M.M.LaFleur), a New York-based fashion brand for working women established by Japanese co-founders that uses high-end Japanese fabrics in many of their designs.

As the number of working women in the United States continues to rise, the demand for the premium workwear M.M.LaFleur offers has grown. The brand's mission is to take the work out of dressing for work by providing clothing and personal styling for busy, purposeful women. CJF has considered a fashion platform that caters to such a market while highlighting Japan's great techniques and textiles as a potential investment.

M.M.LaFleur was established in New York in 2013 by Founder Sarah Miyazawa LaFleur. The brand's thoughtfully-designed collection, created by Co-Founder and Chief Creative Officer Miyako Nakamura, a Japanese designer, features versatile, sophisticated pieces made from high-quality, easy-care material – often Japanese textiles that are machine-washable and stretchable. Miyako's designs are inspired by traditional Japanese packaging, with pieces that are beautiful but understated to help women shine in the workplace and beyond by taking the fussiness and guesswork out of the equation. As the first D2C (direct to consumer) brand to offer premium women's workwear at scale, M.M.LaFleur has built a strong following among working women across the United States.

M.M. LaFleur clothing is available online through their website and at their 8 stores across the country, where they offer 1:1 consultations with stylists. The brand recently introduced their exclusive styling program, Kizukai, where VIP customers get high-touch styling service through their own personal consultant, as they expand their business model to match busy working womens' lifestyles and needs.

CJF has decided to make a growth investment in M.M.LaFleur in order to expand its product lineup using Japanese textiles, strengthen its marketing, and other actions to develop this business. Through these actions, CJF will support the expansion of business between M.M.LaFleur and textile/material makers throughout Japan and contribute to the development of the domestic textile market while showing the charms of fashion made using Japanese techniques and textiles to American women.

About M.M.LaFleur Inc.

Founded: 2013

Headquarters: New York

Founders: Sarah Miyazawa LaFleur (CEO)
Miyako Nakamura (Chief Creative Officer)

Business Summary:

Development of M.M.LaFleur, fashion brand for working women

Homepage: <https://mmlafleur.com> (English site)

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