

Cool Japan Fund Inc.
Tokyo, April 13, 2021

**Investment in a Designer Brands' Incubation Platform
Utilizing Digital Technologies
— Supporting Designers in Fashion Industry of Japan —**

Cool Japan Fund (CJF) has decided to invest a maximum of 1.3 billion yen into IMCF Co., Ltd. (IMCF), which incubates designer brands in the fashion industry of Japan by fully leveraging digital technologies.

Even if talented designers in Japan have a high level of creative ability, there are many challenges in management, marketing, and human resources, and it is often seen that they cannot establish and operate their brand as a steady business not only globally but also domestically. With the aim of enhancing the global presence of Japanese designer brands, it is inevitable to overcome those difficulties and continue to deliver the value of their creation in an efficient way by fully leveraging technologies.

IMCF has discovered and invested in up-and-coming designers to support all operations other than creation, such as business management, branding, marketing, sales promotion and E-commerce construction. Based upon a Direct to Consumer (D2C) business model which enables designers to deliver their products directly to their consumers through E-commerce, their business can be managed by IMCF with optimal effectiveness and efficiency. To date, IMCF has launched 9 brands including PERVERZE and LEINWANDE, and deployed their businesses in Japan and abroad.

IMCF was founded in 2016 with the goal of incubating world-class designer brands from Japan, based on CEO Masamichi Yoshitake's experience of launching the fashion brands and overseas businesses in the Japanese fashion industry. Nowadays, regardless of the industry, to be able to exploit digital technologies such as E-commerce and social media marketing is an indispensable differentiation factor to convey the brand's vision, story and values directly to consumers. With CJF supports, the multi-brand fashion house will accelerate overseas business via cross-border E-commerce with up-to-date digital marketing methodology.

Through this investment in IMCF, CJF aims to enrich the global competitive power of designer brands from Japan and contribute to the improvement of their presence in the global fashion scene by providing the business efficiency for its brands directed by talented Japanese designers.

About IMCF Co., Ltd.

Founded: May 2016
Head office: Shibuya-ku, Tokyo
CEO: Masamichi Yoshitake
Details of business: Multi designer brands business
Website : <https://www.imcf-international.com/>

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