

November 7, 2025
Cool Japan Fund Inc.

Cool Japan Fund Invests in Vietnamese Apparel Brand “Coolmate” That Will Collaborate With Local Distributors of Japanese IP to Develop, Manufacture and Sell Official Merchandise

Cool Japan Fund, Inc. (CJF) has decided to invest 10 million USD in Coolmate Pte. Ltd. (Coolmate), owner of the Vietnamese apparel brand “Coolmate”. Coolmate plans to collaborate with local distributors of Japanese IP (intellectual property such as anime and manga characters) to develop, manufacture and sell official merchandise.

While the emergence of distribution platforms has made Japanese content more readily available overseas, expanding the development and sale of merchandise based on Japanese IP (intellectual property such as anime and manga characters) is important for the generation of sufficient overseas revenue.

Imitations have always been an issue for the overseas expansion of character merchandise. One way to prevent imitations is to raise consumer awareness about officially licensed merchandise and make officially licensed merchandise more widely available.

Through this investment, CJF will help develop demand and a fanbase for Japanese IP overseas and prevent imitations through collaboration with local distributors of Japanese characters over the development of official merchandise and through the sale of official merchandise in Vietnam and other overseas markets.

Coolmate was established by three founders, including Pham Chi Nhu, in 2019.

As owner of the Vietnamese apparel brand Coolmate, Coolmate develops, manufactures and sells consumer products for men and women including underwear, casual wear, active wear and accessories. Notably, it offers a line of performance apparel (quick-drying, cool, anti-bacterial action, stretchy, UV protective, etc.) at an affordable price.

Products are sold through the Coolmate website and e-commerce platforms such as Shopee, Lazada, TikTok Shop and Amazon US as well as through physical retail channels such as pop-up stores, with sales channels now expanding beyond Vietnam into the US.

Coolmate has a proven track record of developing official collaboration merchandise for well-known characters and leveraging its supply chain in Vietnam to manufacture and sell them. In

recognition of this track record, Coolmate will now collaborate with local distributors of Japanese characters in Vietnam to develop, manufacture and sell official merchandise for Japanese characters.

About Coolmate Pte. Ltd.

Founded : 2019

Head office : 20A Tanjong Pagar Road, Singapore

Group CEO : Pham Chi Nhu

Details of business: Planning, manufacture and sale of various apparel products

Website : <https://www.coolmate.me/>

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