

DESCENTE LTD.

Corporate Profile

2020



<http://www.descente.co.jp/en/>



Working with Top Athletes as They Continue Their Challenges



SAJ 令和2承認 第00191号



Daiya Seto
© Gian Mattia D'Alberto / LaPresse



Shohei Otani



Takashi Ogino
Chiba Lotte Marines
© C.L.M.



Kazuya Shiojiri

Communicating and delivering brand value



Communicating DESCENTE Manufacturing creativity to the World

Interest in sports in Japan is rising, and at the same time, the world is showing a stronger interest in Japan. As we take advantage of this increased attention, we continue to create performance wear for leading athletes which in turn enables us to refine our strength in manufacturing creativity and ultimately leads to the development of products that appeal to both the domestic and international markets. We deliver comfortable, functional products to delight our customers, as we work to steadily grow our business in Japan, South Korea and China.



President
Shuichi Koseki

Who are we?

At DESCENTE Group, our business is based on the philosophy of bringing the enjoyment of sports to all, supporting a wide range of sports and sporting events through multiple brands. We develop high performance products for top athletes and teams, which is the source of our competitive strength, while offering customers who enjoy sports a satisfying range of products and services, and also enhancing our ability to create retail environments that convey that value to the customer. We continue to expand the availability of our products and services under our brands as they are increasingly recognized inside and outside Japan, including China, South Korea and the rest of Asia, as well as Europe and North America.

Corporate Philosophy / SPIRIT OF DESCENTE

Corporate Philosophy

To bring the enjoyment of sports to all

SPIRIT OF DESCENTE

Creation / Challenge / Integrity / Harmony

Corporate Philosophy

That vision carries the meaning of DESCENTE's presence in and the expression of our involvement with society.

To bring the enjoyment of sports to all

Sport is based on the idea of enjoyment both through movement of the body and competing; and it is through sports that DESCENTE contributes to life being lived – by everyone - to the full.

SPIRIT OF DESCENTE

Our founding philosophy, the SPIRIT OF DESCENTE, is based on the words of management at the time of our establishment and indicates the origin of the DESCENTE Group.

Creation

A rich imagination is the driving force of creativity in any age – honing the senses helps to develop the power to make the right everyday business decisions.

Challenge

In times of change there are always opportunities, which must be taken. There are no failures – simply missteps on the road to success.

Integrity

Give responsibility to those who can be trusted with it and reward sincerity with sincerity.

Harmony

In business, understanding the human psyche is fundamental. Harnessing their joint strength is paramount to success.

Corporate Slogan

Design for Sports

The slogan encapsulates DESCENTE's commitment to the finest designs for current and future generations of sportsmen and women, promoting healthy lifestyles and enriching body and soul.

Flexible and creative designs, backed by cutting-edge technology, help athletes to challenge their performance limits, and allow all sports enthusiasts to share in the passion.

The silver color conveys an image of clean, sharp sophistication-symbolizing a brightly shining future.

Corporate Symbol mark



Descente is the French term for downhill skiing.

The logo represents the three basic skiing techniques of schussing, traversing and sliding.

It embodies our quest to be the best in all we do and our focus on the future.

DESCENTE LTD.'s 12 brands, including the corporate brand "DESCENTE", offer high-performance sporting goods for a range of sports including baseball, football, swimming, and golf for everyone from top athletes to recreational and leisure enthusiasts.

 <div>DESCENTE DESCENTE</div> <p>In collaboration with top athletes DESCENTE gives them, and the world, high-quality, superbly designed and functionally beautiful high-performance sportswear – in our constant quest for innovative craftsmanship.</p>	 <div>le coq sportif le coq sportif</div> <p>A sportswear brand created in France in 1882, for the joy of sports featuring refined fashion and comfortable functionality.</p>	 <div>arena arena</div> <p>A French sports brand focusing on swimming, arena supports all those who love water-sports.</p>
 <div>Munsingwear Munsingwear</div> <p>This is the first international knit golfwear brand originating in the United States with the distinctive penguin logo. Munsingwear offers adult-oriented products for everyone who loves golf and seeks a sophisticated lifestyle.</p>	 <div>umbro umbro</div> <p>A football brand born in England in 1924. It supports leading teams and players all over the world with products of the highest quality and performance.</p>	 <div>inov-8 inov-8</div> <p>The shoe brand, born in the U.K. in 2003, features all-terrain footwear with superior grip. Originating with trail running and now available for off-road, road, and performance training.</p>
 <div>Marmot Marmot</div> <p>This full-fledged outdoor brand from the United States has built a solid level of trust among top mountain climbers based on its superior performance and sense.</p>	 <div>LANVIN SPORT LANVIN SPORT</div> <p>This brand fuses Paris fashion sense with sporty styling. While centering on the golf course, LANVIN SPORT products provide a level of elegance suitable for town and travel.</p>	 <div>CUTTER & BUCK CUTTER & BUCK</div> <p>This American-style golf apparel brand caters to the serious golfer who is always looking to take on new challenges. CUTTER & BUCK combines the best in functionality and comfort.</p>
 <div>SRIXON SRIXON</div> <p>SRIXON dedicates its unique and advanced technologies to all golfers and maximizes performance.</p>	 <div>AVIA AVIA</div> <p>AVIA is a sports shoe brand originally launched in the United States in 1979, which provides the best in both performance and design.</p>	 <div>ryka ryka</div> <p>This women's performance footwear brand was born in the United States in 1988.</p>

Brands		Owned brands						Licensed brands / Misc.					
		DESCENTE	le coq sportif	arena	Munsingwear	umbro	inov-8	Marmot	LANVIN SPORT	CUTTER & BUCK	SRIXON	AVIA	ryka
Territory		No Territory Limitation	Limited Territory					Japan only					
Holding area	Japan	●	●	●	●	●	●	●	●	●	●	●	●
	Asia	Korea	●	●	●	●	●						
		China	●	●	●		●						
		Other	●	●	●								
	Europe	●											
	Americas	●											
Handling genre	Baseball	★											
	Volleyball	★											
	Track & Field	★											
	Running	★					★						
	Swimming			★									
	Football					★							
	Tennis		★										
	Cycling		★										
	Outdoor / Ski	★						★					
	Golf	★	★		★				★	★	★		
	Training	★	★	★		★	★					★	★
	Compression garment	★											
	Shoes	★	★		★	★	★					★	★

12 Brands

Since our founding in 1935, DESCENTE has continuously developed high performance products across multiple brands for a wide variety of competitive sports. We will continue in our efforts to bring the enjoyment of sports to even more people than ever before.

History of DESCENTE

1935

Starting with baseball and building to a multi-sports

Beginning of technological innovation to give top athletes an advantage

The addition of licensed brands to the portfolio fuels growth

Acquisition of trade mark rights of key brands

February 1935

"Tsuruya", the predecessor of DESCENTE, was founded by Takeo Ishimoto.



1957

The "DESCENTE" brand was launched. (Trademark registered in 1961)



February 1958

The company was reorganized to "Ishimoto Shoten Co., Ltd." specializing in the manufacture and sales of sportswear.

September 1961

The company changed its name to DESCENTE LTD.

1964

The "Munsingwear" brand was launched. (Trademark rights for Japan and other Asian countries obtained in 1984)



1977

The "arena" brand was launched. (Trademark rights for Japan and other Asian countries obtained in 1990)



September 1978

The 1st DESCENTE Athletics Eight Nation Track & Field Championship, the first sports competition to be sponsored by DESCENTE, was held.

April 1979

"THE DESCENTE AND ISHIMOTO MEMORIAL FOUNDATION FOR THE PROMOTION OF SPORTS SCIENCE" was established.

March 1980

The company was listed on the first section of the Tokyo Stock Exchange.

1980

The "le coq sportif" brand was launched in Japan. (Trademark rights for Japan and other Asian countries obtained in 1990)



March 1985

The company had a pavilion based on the theme of "Health & Sports" at the International Exposition, Tsukuba, Japan, 1985.

April 1992

The JPGA "1st Descente Classic Munsingwear Cup" golf tournament, was launched. (ended in 2008)

December 1994

BEIJING DESCENTE CO., LTD was established.

January 1998

Construction of the new Tokyo Office building, located in Toshima-ku, Tokyo, was completed.

December 1998

Termination of the license agreement with "adidas".

1999

Launched "umbro" brand business in Japan. (Trade mark right for Japan obtained in 1998, for South Korea in 2013)



September 2000

The LPGA "Munsingwear Ladies Tokai Classic" golf tournament, was launched. (rebranded to "DESCENTE Ladies Tokai Classic" since 2019)

Full-Scale entry into Asian markets

V-shaped recovery post adidas termination downturn through strengthening of house brands and overseas market expansion

Established several affiliate companies overseas to expand our business for Asia.

Implemented new measures for further growth

November 2000

DESCENTE KOREA LTD. was established.

November 2003

HONG KONG DESCENTE TRADING, LTD was established.

February 2004

LE COQ SPORTIF (NINGBO) CO., LTD. was established.

August 2005

SHANGHAI DESCENTE COMMERCIAL CO., LTD was established.

August 2006

The first annual "Sports School for Healthy Kids" was held, with the aim of educating children about the pleasure of sports. (Held every year since 2006)

March 2012

Construction of the new Osaka Office building, located in Tennoji-ku, Osaka City, was completed.

January 2015

DESCENTE GLOBAL RETAIL LTD. was established.

July 2015

DESCENTE LTD. was awarded the J∞ QUALITY certification for products made in Japan.

July 2016

Affiliated Companies Accounted for under the Equity Method DESCENTE (CHINA) CO., LTD. was established.

September 2016

DESCENTE JAPAN LTD. was established.

October 2016

Affiliated Companies Accounted for under the Equity Method ARENA (SHANGHAI) INDUSTRIAL CO., LTD. was established.

February 2017

Certificated as a Health & Productivity Management Organization ("White500") (Certified every year since 2017)

April 2017

Split the Japan business into DESCENTE JAPAN LTD.

July 2017

ARENA KOREA LTD. was established.

July 2018

R&D Center "DISC OSAKA" was established in Ibaraki, Osaka.

August 2018

Concluded a comprehensive business alliance agreement with Wacoal Holdings Corp.

October 2018

R&D Center "DISC BUSAN" was established in Busan, Korea.

December 2018

Certificated as a "Sports Yell Company" (Certified every year since 2018)

2020

History of Our Technology Development

Cream-Colored Baseball Uniforms

1953

DESCENTE successfully developed cream-colored baseball uniforms and training pants made from pre-shrunk cotton fabric with a wool-like finish. Capitalizing on a baseball boom, these items became hit products.



A registered trademark for baseball uniforms in 1953

Protective Vest for Flat Racing Jockeys

1999

Developed for flat racing jockeys in collaboration with the Japan Racing Association (JRA), this product provides protection during a fall through shock absorption and at the same time is ultra light and cool with the use of a new 3D honeycomb mesh material.



Mizusawa Down Jacket

2008

A down jacket line based on a non-quilting manufacturing process. The product uses materials that achieve superior water resistance and moisture permeability, thereby providing a high level of wearer comfort.



GENTEN

2019

For DESCENTE, we have also developed the GENTEN running shoe, with the objective of training the foot to run faster, not simply to make a faster shoe. These thin-soled shoes allow improved ground contact sensation, offer excellent fit, and feature a unique bottom surface that makes it easier to gain forward propulsion.



Downhill Suit

1979

During the FIS Alpine Ski World Cup season, DESCENTE's "magic" downhill suit dominated the winners' podium. The suit reduced air resistance to the lowest acceptable limits and caused a sensation by shaving up to two seconds off the winners' times.



Aile Bleue

2004

Aile Bleue swimwear was launched by arena. The design applies "biomimetics" to manufacturing to achieve smart performance based on principles derived from nature. At the 2004 Athens Olympics, Ai Shibata won gold in the 800m women's freestyle wearing Aile Bleue.



Fencing Competition Wear

2019

By developing original fabrics and making full use of our expertise in pattern design -one of our specialties - DESCENTE has developed a new kind of competitive fencing apparel that suits the Japanese body type and provides greater ease of movement. This is the first made-in-Japan apparel to be approved by the International Fencing Federation, and will be offered to members of the Japanese national team.



Ultimate Aquaforce X

2020

We have developed two types, the MF (Motion Free) that focuses on ease of movement, and the CP(Control Position) that emphasizes support. The MF features a torso portion constructed out of a single part. The CP has Y-shaped grip tape across the hips, helping to prevent air pockets between the swimsuit and the torso, and controlling body position in the water.



Company Profile		
Name	DESCENTE LTD.	
Founded	February 1935	
Incorporated	February 1958	
President	Shuichi Koseki	
Capital	¥3.8 billion	
Turnover	14.2 billion (FY ended March 2019, Consolidated)	
Employees	Consolidated 3,527 / Non-consolidated 232 (As of March 31, 2019)	
Business	Manufacture and sales of sportswear and related articles	
Base	Office	R&D Center
	Tokyo Office 1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6006	DISC OSAKA (Apparel) 2-3-2, Saitoyamabuki, Ibaraki, Osaka 576-0086 JAPAN
	Osaka Office 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL.+81-6-6774-0365	DISC BUSAN (Shoes) 162, Myeongji International 6, Gangseo-gu, Busan, Korea


Commercial Subsidiary Companies (Japan)	
Name	DESCENTE JAPAN LTD.
Incorporated	September 2016
Business	Manufacture and sales of sportswear and related articles
Base	Tokyo Office 1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6060
	Osaka Office 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL.+81-6-6774-0365
Branch	Sapporo, Sendai, Nagoya, Hiroshima, Fukuoka

Name	DESCENTE APPAREL LTD.
Incorporated	January 1999
Business	Manufacture of sportswear and related articles
Head Office	1-11-3 Dogashiba, Tennoji-ku, Osaka 543-892 TEL. +81-6-6774-0356

Mizusawa Factory

Long-term expertise in ski suit and other outerwear production can be seen now in the manufacture of Mizusawa down jackets utilising the unique sewing processes developed here. Pattern design and sample production are also undertaken here.

Oshu, Iwate
TEL. +81-197-46-2313




Mizusawa Down Jacket "Valiant"

Muraoka Factory

This factory focusses on the production of high-quality baseball clothing worn by both professional and amateur players.

Kami-cho, Mikata-gun, Hyogo
TEL. +81-796-98-1211




Orix Buffaloes uniform

Yoshino Factory

This factory can handle flexible delivery schedules and varying production lots for a range of products from track and field to swimming. Pattern design and sample production are also done here.

Yoshino-gun, Nara
TEL. +81-747-52-3940




Asahi Kasei Track & Field Club uniform

Saito Factory

Specialising in swimwear designed for elite swimmers, applying special sewing (adhesion) technologies. It also produces Japan Professional Football League team uniforms.

Saito, Miyazaki
TEL. +81-983-44-5241



Ultimate Aquaforce X CP

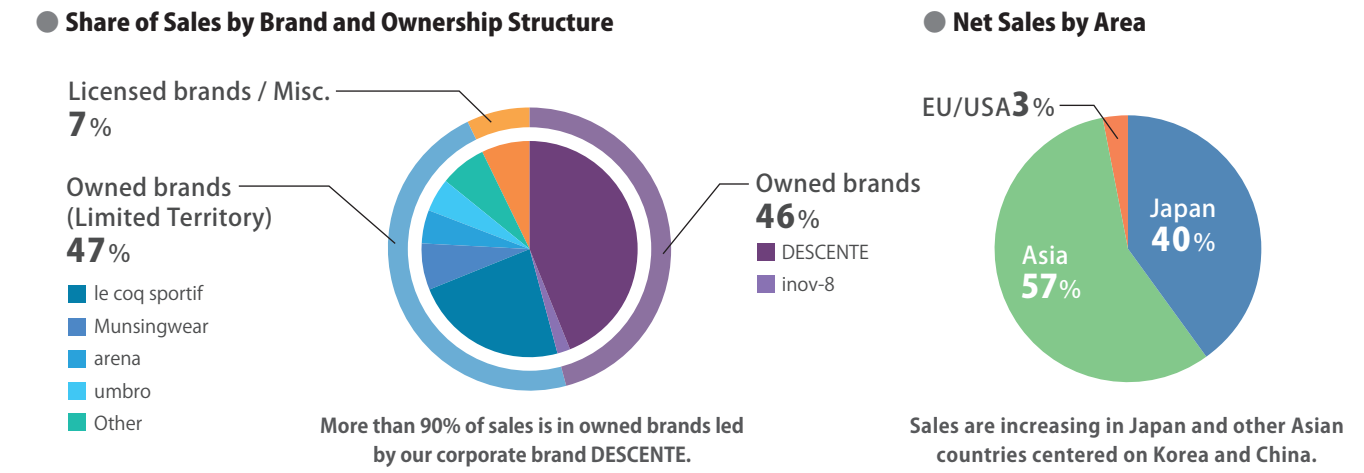
Name	BEN-GENERAL CORPORATION
Incorporated	December 1950
Business	Sales of sportswear and related articles
Head Office	1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL. +81-6-6734-6430

Commercial Subsidiary Companies (Overseas)			
China		KOREA	
Name	BEIJING DESCENTE CO., LTD.	Name	DESCENTE KOREA LTD.
Business	Manufacture of sportswear and related articles	Business	Sales of sportswear and related articles
Name	SHANGHAI DESCENTE COMMERCIAL CO.,LTD.	Name	DESCENTE GLOBAL RETAIL LTD.
Business	Sales of sportswear and related articles	Business	Sales of sportswear and related articles
Name	HONG KONG DESCENTE TRADING, LTD.		
Business	Sales of sportswear and related articles		

Affiliated Companies Accounted for under the Equity Method			
China		KOREA	
Name	DESCENTE (CHINA) CO., LTD.	Name	ARENA KOREA LTD.
Business	Sales of sportswear and related articles	Business	Sales of sportswear and related articles
Name	LE COQ SPORTIF (NINGBO) CO., LTD.		
Business	Sales of sportswear and related articles		
Name	ARENA (SHANGHAI) INDUSTRIAL CO., LTD.		
Business	Sales of sportswear and related articles		

Sales composition ratio

March 2019



CSR Policy

To DESCENTE, CSR is a set of principles that form the foundation of all Group activities and ensure that we contribute to the well-being of both local communities and society at large.

- 1 Contributing to the physical and emotional well-being of people by supporting sports and promoting healthy lifestyles.
- 2 To engage in activities that benefit the community economically, socially and environmentally.
- 3 In line with our Code of Ethics, to respect human rights in Japan and elsewhere, comply with all local, national and international laws and regulations, and act ethically and with high integrity.