

DESCENTE LTD.

Corporate Profile

2023

DESCENTE

President's Message

We have been pursuing craftsmanship passionately since our foundation. Our motto is Delivering high quality and dignity products applying development experiences with top sports athletes based on high quality management standards. In 2023, we will focus on “branding”, enhancing brand values and product dignity.

We will also achieve our sustainability goals of curbing waste by utilizing our technology to deliver products that are "exciting and thrilling", and loved by customers for a long time me.



President and
Representative Director
Shuichi Koseki

Who are we?

The DESCENTE Group's corporate philosophy is "To bring the enjoyment of sports to all."

We support a wide range of sports scenarios with a diverse portfolio of brands. Our manufacturing capabilities are the source of our competitive strength, allowing us to create both high-performance garments for elite athletes and teams and at the same time provide functional and comfortable sportswear and sports-related services for all who enjoy sports. We endeavor to communicate this and share this with all our stakeholders.

Additionally while maintaining our image as a well-regarded and successful company, we will continue to challenge the Group to embrace sustainable manufacturing practices and systems development, and use our product development capabilities and the strength of sports to play an active role in our local communities and participate in resolving social issues.

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.

About DESCENTE

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 Brand DESCENTE's 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's Four Material Issues

We will reflect the following material issues in our management strategies to help resolve them across the DESCENTE Group.

1. Taking on the challenge of realizing sustainable manufacturing, products, and systems “Reduce and innovate”

By meeting the needs of our customers more accurately, we will strive for timely delivery of the right products, and minimize the disposal of unsold products, enabling us to take on the challenge of realizing sustainable manufacturing that reduces our environmental impacts.

3. Business with Integrity “Firm management base and utilize and activate human resources”

We will conduct sound business activities in keeping with the concept of sportsmanship and aim to create an organizational structure that facilitates high output and improve productivity.

2. Create new value “Create and innovate”

Our strength in craftsmanship enables us to anticipate social and environmental changes, and to create new value through innovation that also leads to the resolution of issues faced by our customers.

4. Harmony with society “Develop new markets”

In order to realize a sustainable society, we will host sports-related educational events and activities to enrich the bodies and minds of children, who are the future of our society, as well as students and local communities, and to encourage people to live healthy lifestyles.

Brand Lineup

DESCENTE LTD.'s 8 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.



DESCENTE

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.

Baseball, Volleyball, Running, Outdoor Sports, Ski, Golf, Training, Shoes



le coq sportif

A sportswear brand born in France in 1882. With the French-inspired design and comfortable fit, we support a playful way of living that suits you.

Tennis, Golf, Training, Shoes



arena

A French sports brand focusing on swimming, arena supports all those who love water-sports.

Swimming, Training



Munsingwear

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.

Golf, Shoes



umbro

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.

Football, Training, Shoes



inov-8

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.

Running, Outdoor Sports, Training, Shoes



LANVIN SPORT

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.

Golf











SRIXON

SRIXON dedicates its unique and advanced technologies to all golfers and maximizes performance.

Golf

Brand Lineup

Brands		Owned brands					Licensed brands / Misc.		
		 DESCENTE	 le coq sportif	 arena	 Munsingwear	 umbro	 inov-8	 LANVIN SPORT	 SRIXON
Territory		No Territory Limitation	Limited Territory				Japan only		
Business area	Japan	●	●	●	●	●	●	●	●
	Asia	South Korea	●	●	●	●	●		
		China	●	●	●	●	●		
		Other	●	●	●	●			
		Europe	●						
	North America	●							
Handling genre	Baseball	★							
	Volleyball	★							
	Running	★					★		
	Swimming			★					
	Football					★			
	Tennis		★						
	Outdoor Sports	★					★		
	Ski	★							
	Golf	★	★		★		★	★	
	Training	★	★	★		★	★		
	Shoes	★	★		★	★	★		

History

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

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. (Registered trademark 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. (Obtained trademark rights for Japan and other Asian countries in 1984)



1970

Exhibited at "ISPO'70" (the 1st), the world's largest sporting goods show

1977

The "arena" brand was launched. (Obtained trademark rights for Japan and other Asian countries 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. (Obtained trademark rights for Japan and other Asian countries 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. (Obtained trademark right for Japan in 1998, for South Korea in 2013)



September 2000

The LPGA "Munsingwear Ladies Tokai Classic" golf tournament, was launched. (ended in 2020)

November 2000

DESCENTE KOREA LTD. was established.

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 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.

2013

The "inov-8" brand was launched. (Acquired INOVEIGHT Group as a subsidiary in 2015, transferred the group's shares in 2020 and obtained trademark rights limited to Japan, South Korea and China)



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 (Certified every year since 2017)

July 2017

ARENA KOREA LTD. was established.

July 2018

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

October 2018

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

December 2018

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

2020

We have launched a lifestyle magazine, ULLR MAG., our first inhouse digital media platform.

June 2022

ARENA (SHANGHAI) INDUSTRIAL CO., LTD. became a consolidated subsidiary.

October 2022

LE COQ SPORTIF (NINGBO) CO., LTD. became a consolidated subsidiary.

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

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.



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.



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.



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.



Fencing Competition Wear

2018

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.



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.



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



ALPINE

2021

Produced at our Company-owned factory in Mizusawa, this down jacket is designed for athleticism and thermal comfort in all-mountain conditions. The jacket is popular as a high-performance item for athletes that can be worn comfortably while skiing or on snowy mountains.



Company Profile

Name	DESCENTE LTD.	
Founded	February 1935	
Incorporated	February 1958	
President	Shuichi Koseki	
Capital	¥3.8 billion	
Turnover	108.9 billion (FY ended March 2022, Consolidated)	
Employees	Consolidated 2,712 / Non-consolidated 22 (As of March 31, 2022)	
Business	Manufacture and sales of sportswear and related articles	
Base	Office	R&D Center
	Tokyo Office	DISC OSAKA (Apparel)
	1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6006	2-3-2, Saitoyamabuki, Ibaraki, Osaka 576-0086 JAPAN
	Osaka Office	DISC BUSAN (Shoes)
	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL.+81-6-6633-4201	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
	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL. +81-6-6633-4201

Name	DESCENTE APPAREL LTD.
Incorporated	January 1999
Business	Manufacture of sportswear and related articles
Head Office	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL. +81-6-6633-4201

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
MOUNTAINEER

Yoshino Factory

The factory produces team uniforms and polo shirts. Yoshino produces Munsingwear polo shirts throughout the year and manufactures factory representative "ten-year polo shirts" by craftworkers from excellent, high quality sewing techniques.

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



10YEARS
POLO SHIRTS

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 MF

Commercial Subsidiary Companies (Overseas)

China	
Name	BEIJING DESCENTE CO., LTD.
Business	Manufacture of sportswear and related articles
Name	SHANGHAI DESCENTE COMMERCIAL CO.,LTD.
Business	Sales of sportswear and related articles
Name	ARENA (SHANGHAI) INDUSTRIAL CO., LTD.
Business	Sales of sportswear and related articles
Name	LE COQ SPORTIF (NINGBO) CO., LTD.
Business	Sales of sportswear and related articles
Name	HONG KONG DESCENTE TRADING, LTD.
Business	Sales of sportswear and related articles

South Korea	
Name	DESCENTE KOREA LTD.
Business	Sales of sportswear and related articles
Name	DESCENTE GLOBAL RETAIL LTD.
Business	Sales of sportswear and related articles

Affiliated Companies Accounted for under the Equity Method

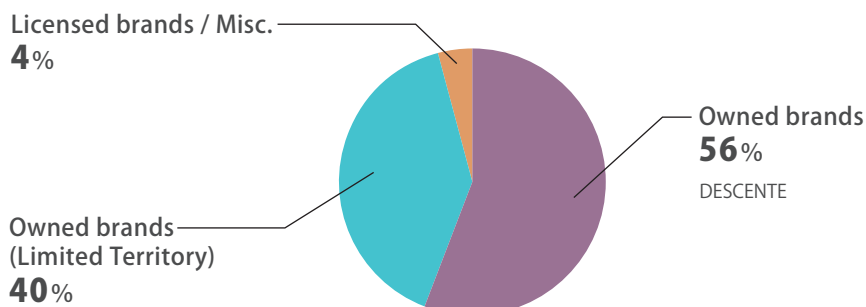
China	
Name	DESCENTE (CHINA) CO., LTD.
Business	Sales of sportswear and related articles

South Korea	
Name	ARENA KOREA LTD.
Business	Sales of sportswear and related articles

Sales composition ratio

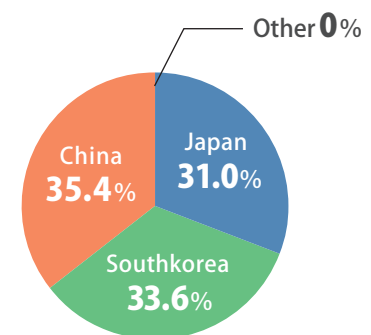
FY ended March 2022

● Share of Sales by Brand and Ownership Structure



More than 90% of sales is in owned brands led by our corporate brand DESCENTE.

● Regional net sales by area



Sustainability Policy

In 2021, DESCENTE Group renamed “CSR Policy” to “Sustainability Policy”, to take social responsibility fully and promote sustainable growth.

- 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.

DESCENTE

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