

# The Year in Brief

## 2015

### April

**Onward Global Fashion**  
PENDULE VIA BUS STOP Opens



Based on a new concept combining womenswear, shoes, books, and flowers with a café, PENDULE VIA BUS STOP was opened in the Minami Aoyama district of Tokyo.

### August

**Onward Kashiya**  
Onward Crosset Is Renovated



Our directly managed e-commerce website, Onward Crosset, was renovated to feature new functions and services.

### September

**Onward Kashiya**  
Nijyusanku Advertising Campaign Features Work of Renowned Peter Lindbergh



To celebrate the 23rd anniversary of the Nijyusanku brand, an advertising campaign was launched featuring a collaboration between renowned fashion photographer Peter Lindbergh and globe-trotting model Mona Matsuoka.

### October

**Onward Holdings**  
Blankets Created from Recycled Clothes Are Donated to Vietnam



Clothing items collected through the Onward Green Campaign were recycled to create 2,000 blankets, which were donated to Vietnam through the Japanese Red Cross Society.

## 2016

### February

**Onward Kashiya**  
Operations Are Relocated to Onward Bay Park Building



Operations were relocated to a new environment in the recently completed Onward Bay Park Building in Shibaura, Tokyo. Serving as the new central office for Onward Kashiya, this building houses the company's planning, production, and staffing departments as well as the functions of its Tokyo Office.

### February

**Onward J Bridge**  
First Onward J Bridge Global Store Opens



The first Onward J Bridge duty-free store was opened inside the Laox Daimaru Shinsaibashi Store in Osaka. This new-age global store aims to offer one-stop shopping for inbound tourists while transmitting fashion steeped in Japanese aesthetic taste.