

Core Brands



23 

LAUNCHED
1993

ANNUAL SALES
¥27.0 billion

NUMBER OF STORES
Over 200

Nijyusanku is the leading brand of Onward Kashiyama. With working women in their 30s and 40s as its core target, the brand is based on the concept of creating a “Japanese women’s standard.” It thus seeks to capture the hearts of customers of all ages with its timeless and simple designs, which make for elegant and comfortable clothing that can be enjoyed by all. With the March 2019 publication of the *My Standard* Nijyusanku style magazine, a step forward was taken in enhancing sales promotion activities through an owned media strategy.

23 



KASHIYAMA
the Smart Tailor

LAUNCHED
2017

ANNUAL SALES
¥3.7 billion

NUMBER OF STORES
44

KASHIYAMA the Smart Tailor is a new made-to-order suit brand founded on a distinctive factory-to-customer scheme that employs proprietary factory innovations to deliver exquisite made-to-order suits starting from ¥30,000 in as little as one week. Customers can have their measurements taken in stores or have staff dispatched to take measurements at their home or office. Measurement data is saved to allow subsequent orders to be made online.

KASHIYAMA
the Smart Tailor



JIL SANDER

LAUNCHED

1973

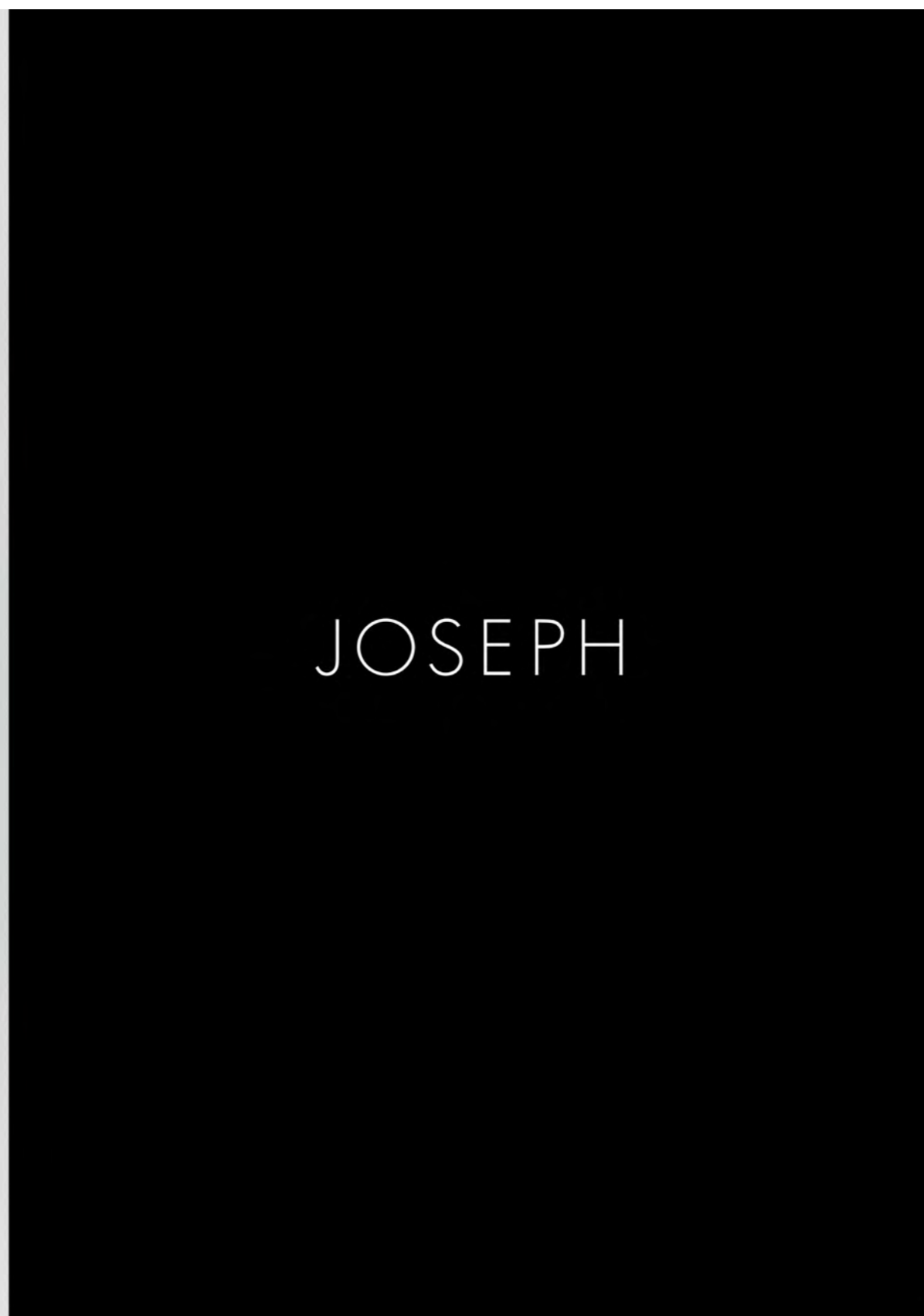
ANNUAL SALES

¥11.3 billion

NUMBER OF STORES

46

JIL SANDER is a luxury brand founded by Ms. Jil Sander in Germany in 1973. Onward Holdings acquired the brand in 2008. From the 2018 spring/summer collection, Lucie and Luke Meier were named as the new creative directors. A new line, JIL SANDER+ started from the 2019 autumn/winter season.



JOSEPH

LAUNCHED

1972

ANNUAL SALES

¥14.8 billion

NUMBER OF STORES

143

The JOSEPH brand grew from a small multi-brand store owned by Joseph Ettedgui in London. After the original label JOSEPH was launched with the concept of "SLICK&CHIC," Onward Holdings acquired JOSEPH in 2005. The development of this brand in Japan is being undertaken by Onward Kashiyama.

JOSEPH