Core Brands

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. The brand's flagship store, Nijyusanku GINZA, was opened in the Ginza district of Tokyo in April 2011.
Gotairiku is Onward Kashiyama’s core men’s brand. Based on the concept of providing a “gentlemanly wardrobe for the business men that represent Japan,” this brand primarily features suits aimed at businessmen in their 40s. The brand continues to be promoted through the Gotairiku Gonin Otoko campaign, which features a quintet of Kabuki actors as spokesmen.
JIL SANDER

LAUNCHED
1973

ANNUAL SALES
¥9.0 billion

NUMBER OF STORES
63

Founded by Ms. Jil Sander in Germany in 1973, JIL SANDER is a luxury brand that is featured periodically in Milan Fashion Week. Onward Holdings acquired JIL SANDER in 2008. The casual line JIL SANDER Navy was launched in 2011. Lucie and Luke Meier are named as the new creative directors of JIL SANDER beginning with the 2018 spring/summer collection.
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.