



SHOP WE LOVE

Uniqlo

Japanese retailer **UNIQLO** has built its reputation on smartly designed classics — from light, packable down vests and vibrant cashmere sweaters to layering tees and tanks made with the company's warmth-retaining Heattech fabric. New York shoppers have enjoyed two more store openings since Uniqlo's 2006 United States debut in the city. Now, the brand is expanding across America with additional locations and an online store that's taking the full catalog nationwide.

A new 43,000-square-

foot space in Paramus, N.J., is Uniqlo's first U.S. mall location, and last month a three-level store opened in San Francisco. Other major cities will soon see stores, too, each featuring a modern, minimalist design. That means

well-crafted clothing and special pieces developed in collaboration with Orla Kiely, LULU Guinness and other popular labels.

"We believe that the perfect basics are timeless," says Shin Odake, CEO of Uniqlo U.S. "Our approach

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plenty of glass, steel and wood, plus eye-catching displays made from LCD monitors (there are nearly 80 screens in the San Francisco shop alone).

Uniqlo's in-store and online customers can expect affordable,

is almost like that of car manufacturers: They constantly look at their product and try to improve it. We apply a similar concept to our jeans, T-shirts and every product that we offer." www.uniqlo.com —RENEE BRINCKS