

Press Release

October 26, 2017
transcosmos inc.

transcosmos Partners with the US Fast Fashion Brand FOREVER 21

transcosmos Will Provide E-Commerce Services for FOREVER 21 in TMALL and JD Flagship Stores and Official Websites, Ranging from Store Design, Product Registration, Promotions and Store Operations to Customer Service

Shanghai transcosmos Marketing Service Co., Ltd. (Headquarters: Shanghai, China; CEO and Chairman: Eijiro Yamashita; hereafter, transcosmos China), a wholly owned subsidiary of transcosmos (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), formed an E-Commerce business partnership with the world famous fast fashion brand FOREVER 21 (Headquarters: Los Angeles, USA) in April of 2017. Multi-platform E-Commerce services are provided on the official FOREVER 21 official Chinese website and on China's largest E-Commerce platforms, the TMALL (TMALL.com) and JD (JD.com) flagship stores.

As a representative American fast fashion brand with a history of more than 30 years, FOREVER 21 attracts fashion loving young people around the world with simple, lightweight, colorful styles and low prices. It currently has more than 500 chain stores opened around the world and is planning to expand that number to 600 stores over the next 3 years, while rapidly developing global E-Commerce business at the same time. FOREVER 21's assessment of transcosmos's many years of global E-Commerce website operation experience and the performance of its service offerings in the Chinese market led to the formation of this partnership. transcosmos provides E-Commerce services ranging from store design, product registration, promotions and store operations to customer service for FOREVER 21's official TMALL flagship store (<https://forever21.tmall.com/>) and its official JD flagship store (<https://forever21.jd.com/>). It also provides product registration, customer service and backstage business support for the official FOREVER 21 official Chinese website (<http://www.forever21.cn/>).

■ FOREVER 21 Brand overview

Group HQ:	Los Angeles, California USA
Brand name:	FOREVER 21
Brand features:	Fashion brand for young people, Simple and lightweight designs, Use of vivid colors
Product classifications:	Lady's wear, Men's wear, Accessories, Swimwear



FOREVER 21 TMALL Official Flagship Store
<https://forever21.tmall.com/>



FOREVER 21 Official Chinese Website
<http://www.forever21.cn/>



FOREVER 21 JD Flagship Store
<https://forever21.jd.com/>

Since transcosmos officially partnered with FOREVER 21 in April of 2017, TMALL sales proceeds in the second quarter have grown 150% compared with the same period last year.

As a global company with a 51-year history, transcosmos offers high quality operations meeting international standards, which

have been cultivated through its service offerings until now and employ methods tailored to each market. Moreover, it contributes to an improved customer experience while also supporting the overseas development of client companies with sales methods suited to local business rules, reducing the costs of entry and increasing sales.

In addition to E-Commerce services, transcosmos also offers outsourcing services such as customer contact centers, system development and integrated marketing, all on a one-stop basis. As a leading global BPO company, transcosmos aims to provide integrated services that will continue to support “sales expansion” and “cost reduction” for client companies in the consumer-driven digital economy business environment of the future.

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 176 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

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