

DESCENTE LTD.

Corporate Profile

2024

DESCENTE

President's Message

For many years, we have been delivering high-quality and dignity products based on development experiences with top sports athletes.

Focusing on our main markets of Japan, Korea, and China, we are striving to develop products that are "exciting and thrilling".

We will also achieve our sustainability goals of curbing waste with our customers by delivering products that can be worn with love.



President and
Representative Director

Shuichi Koseki

Who are we?

The DESCENTE Group's corporate philosophy is "To bring the enjoyment of sports to all."

We support a wide range of sports scenarios with a diverse portfolio of brands. Our manufacturing capabilities are the source of our competitive strength, allowing us to create both high-performance garments for elite athletes and teams and at the same time provide functional and comfortable sportswear and sports-related services for all who enjoy sports.

We endeavor to communicate this and share this with all our stakeholders.

Additionally while maintaining our image as a well-regarded and successful company, we will continue to challenge the Group to embrace sustainable manufacturing practices and systems development, and use our product development capabilities and the strength of sports to play an active role in our local communities and participate in resolving social issues.

Corporate Philosophy

That vision carries the meaning of DESCENTE's presence in and the expression of our involvement with society.

To bring the enjoyment of sports to all

Sport is based on the idea of enjoyment both through movement of the body and competing; and it is through sports that DESCENTE contributes to life being lived – by everyone - to the full.

About DESCENTE

Corporate Slogan

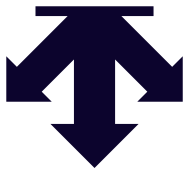
Design for Sports

The slogan encapsulates DESCENTE's commitment to the finest designs for current and future generations of sportsmen and women, promoting healthy lifestyles and enriching body and soul.

Flexible and creative designs, backed by cutting-edge technology, help athletes to challenge their performance limits, and allow all sports enthusiasts to share in the passion.

The silver color conveys an image of clean, sharp sophistication-symbolizing a brightly shining future.

Corporate Brand DESCENTE's Symbol mark



DESCENTE is the French term for downhill skiing.

The logo represents the three basic skiing techniques of schussing, traversing and sliding.

It embodies our quest to be the best in all we do and our focus on the future.

Sustainability Policy

In 2021, DESCENTE Group renamed "CSR Policy" to "Sustainability Policy", to take social responsibility fully and promote sustainable growth.

- 1 Contributing to the physical and emotional well-being of people by supporting sports and promoting healthy lifestyles.
- 2 To engage in activities that benefit the community economically, socially and environmentally.
- 3 In line with our Code of Ethics, to respect human rights in Japan and elsewhere, comply with all local, national and international laws and regulations, and act ethically and with high integrity.

DESCENTE's Four Material Issues

We will reflect the following material issues in our management strategies to help resolve them across the DESCENTE Group.

1. Taking on the challenge of realizing sustainable manufacturing, products, and systems "Reduce and innovate"

By meeting the needs of our customers more accurately, we will strive for timely delivery of the right products, and minimize the disposal of unsold products, enabling us to take on the challenge of realizing sustainable manufacturing that reduces our environmental impacts.

3. Business with Integrity "Firm management base and utilize and activate human resources"

We will conduct sound business activities in keeping with the concept of sportsmanship and aim to create an organizational structure that facilitates high output and improve productivity.

2. Create new value "Create and innovate"

Our strength in craftsmanship enables us to anticipate social and environmental changes, and to create new value through innovation that also leads to the resolution of issues faced by our customers.

4. Harmony with society "Develop new markets"

In order to realize a sustainable society, we will host sports-related educational events and activities to enrich the bodies and minds of children, who are the future of our society, as well as students and local communities, and to encourage people to live healthy lifestyles.

Brand Lineup

DESCENTE LTD.'s 10 brands, including the corporate brand "DESCENTE", offer high-performance sporting goods for a range of sports including baseball, football, swimming, and golf for everyone from top athletes to recreational and leisure enthusiasts.



DESCENTE

In collaboration with top athletes DESCENTE gives them, and the world, high-quality, superbly designed and functionally beautiful high-performance sportswear – in our constant quest for innovative craftsmanship.

Baseball, Volleyball, Running, Outdoor Sports, Ski, Golf, Training, Shoes



le coq sportif

A sportswear brand born in France in 1882. With the French-inspired design and comfortable fit, we support a playful way of living that suits you.

Tennis, Golf, Training, Shoes



arena

A French sports brand focusing on swimming, arena supports all those who love water-sports.

Swimming, Training



Munsingwear

This is the first international knit golfwear brand originating in the United States with the distinctive penguin logo. Munsingwear offers adult-oriented products for everyone who loves golf and seeks a sophisticated lifestyle.

Golf, Shoes



umbro

A Football Brand originating from Manchester, England in 1924. It supports both top players and juniors with products of the highest quality and performance.

Football, Training, Shoes



MOVESPORT

The MOVESPORT brand concept is "Make everyday life more like sports". Functional features support performance and design aspects are selected to suit daily living.

Running, Training



inov-8

The shoe brand, born in the U.K. in 2003, features all-terrain footwear with superior grip. Originating with trail running and now available for off-road, road, and performance training.

Running, Outdoor Sports, Training, Shoes



KOUNOE

Based on the "KOUNOE Theory" that the human body is divided into two types: the hunched "Arm-Type" and the hunched "Leg-Type". We will provide products that will make you want to move and move your body in a way that suits each type.

Health Gear



LANVIN SPORT

This brand fuses Paris fashion sense with sporty styling. While centering on the golf course, LANVIN SPORT products provide a level of elegance suitable for town and travel.

Golf













SRIXON

SRIXON dedicates its unique and advanced technologies to all golfers and maximizes performance.

Golf

Brand Lineup

Brands		Owned brands								Licensed brands	
		 DESCENTE	 MOVESPORT	 le coq sportif	 arena	 Munsingwear	 umbro	 inov-8	 KOUNOE	 LANVIN SPORT	 SRIXON
Territory		No Territory Limitation	Limited Territory						Japan only		
Business area	Japan	●	●	●	●	●	●	●	●	●	●
	Asia	South Korea	●		●	●	●	●	●		
		China	●		●	●	●		●		
		Other	●		●	●	●				
	Europe	●									
	North America	●									
Handling genre	Baseball	★									
	Volleyball	★									
	Running	★	★					★			
	Swimming				★						
	Football						★				
	Tennis			★							
	Outdoor Sports	★						★			
	Ski	★									
	Golf	★		★		★			★	★	
	Training	★	★	★	★		★	★			
	Shoes	★		★		★	★	★			
	Health Gear								★		

History

Since our founding in 1935, DESCENTE has continuously developed high performance products across multiple brands for a wide variety of competitive sports. We will continue in our efforts to bring the enjoyment of sports to even more people than ever before.

History of DESCENTE

Starting with baseball and building to a multi-sports

February 1935

"Tsuruya", the predecessor of DESCENTE, was founded by Takeo Ishimoto.

1957

The "DESCENTE" brand was launched. (Registered trademark in 1961)



February 1958

The company was reorganized to "Ishimoto Shoten Co., Ltd." specializing in the manufacture and sales of sportswear.

September 1961

The company changed its name to DESCENTE LTD.

1964

The "Munsingwear" brand was launched. (Obtained trademark rights for Japan and other Asian countries in 1984)



1970

Exhibited at "ISPO'70" (the 1st), the world's largest sporting goods show

1977

The "arena" brand was launched. (Obtained trademark rights for Japan and other Asian countries in 1990)



September 1978

The 1st DESCENTE Athletics Eight Nation Track & Field Championship, the first sports competition to be sponsored by DESCENTE, was held.

April 1979

"THE DESCENTE AND ISHIMOTO MEMORIAL FOUNDATION FOR THE PROMOTION OF SPORTS SCIENCE" was established.

March 1980

The company was listed on the first section of the Tokyo Stock Exchange.

1980

The "le coq sportif" brand was launched in Japan. (Obtained trademark rights for Japan and other Asian countries in 1990)



March 1985

The company had a pavilion based on the theme of "Health & Sports" at the International Exposition, Tsukuba, Japan, 1985.

December 1994

BEIJING DESCENTE CO., LTD was established.

January 1998

Construction of the new Tokyo Office building, located in Toshima-ku, Tokyo, was completed.

December 1998

Termination of the license agreement with "adidas".

1999

Launched "umbro" brand business in Japan. (Obtained trademark right for Japan in 1998, for South Korea in 2013)



Full-Scale entry into Asian markets

November 2000

DESCENTE KOREA LTD. was established.

November 2003

HONG KONG DESCENTE TRADING, LTD. was established.

February 2004

LE COQ SPORTIF (NINGBO) CO., LTD. was established.

August 2005

SHANGHAI DESCENTE COMMERCIAL CO., LTD. was established.

August 2006

The first annual "Sports School for Kids" was held, with the aim of educating children about the pleasure of sports. (Held every year since 2006)

2013

The "inov-8" brand was launched. (Acquired INOVEIGHT Group as a subsidiary in 2015, transferred the group's shares in 2020 and obtained trademark rights limited to Japan, South Korea and China)



January 2015

DESCENTE GLOBAL RETAIL LTD. was established.

July 2016

Affiliated Companies Accounted for under the Equity Method DESCENTE (CHINA) CO., LTD. was established.

September 2016

DESCENTE JAPAN LTD. was established.

October 2016

Affiliated Companies Accounted for under the Equity Method ARENA (SHANGHAI) INDUSTRIAL CO., LTD. was established.

February 2017

Certificated as a Health & Productivity Management Organization (Certified every year since 2017)

July 2017

ARENA KOREA LTD. was established.

July 2018

Apparel R&D Center "DISC OSAKA" was established in Ibaraki, Osaka.

October 2018

Shoes R&D Center "DISC BUSAN" was established in Busan, South Korea.

December 2018

Certificated as a "Sports Yell Company" (Certified every year since 2018)

June 2022

ARENA (SHANGHAI) INDUSTRIAL CO., LTD. became a consolidated subsidiary.

October 2022

LE COQ SPORTIF (NINGBO) CO., LTD. became a consolidated subsidiary.

2023

The "MOVESPORT" brand was launched. 

2024

The "KOUNOE" brand was launched. 

V-shaped recovery post adidas termination downturn through strengthening of house brands and overseas market expansion

Established several affiliate companies overseas to expand our business for Asia.

Implement strategies by regions for Japan, Korea, and China, and focused on DTC business.

Beginning of technological innovation to give top athletes an advantage

The addition of licensed brands to the portfolio fuels growth

Acquisition of trade mark rights of key brands

History of Our Technology Development

Cream-Colored Baseball Uniforms

1953

DESCENTE successfully developed cream-colored baseball uniforms and training pants made from pre-shrunk cotton fabric with a wool-like finish. Capitalizing on a baseball boom, these items became hit products.



A registered trademark for baseball uniforms in 1953

Downhill Suit

1979

During the FIS Alpine Ski World Cup season, DESCENTE's "magic" downhill suit dominated the winners' podium. The suit reduced air resistance to the lowest acceptable limits and caused a sensation by shaving up to two seconds off the winners' times.



Protective Vest for Flat Racing Jockeys

1999

Developed for flat racing jockeys in collaboration with the Japan Racing Association (JRA), this product provides protection during a fall through shock absorption and at the same time is ultra light and cool with the use of a new 3D honeycomb mesh material.



Aile Bleue

2004

Aile Bleue swimwear was launched by arena. The design applies "biomimetics" to manufacturing to achieve smart performance based on principles derived from nature. At the 2004 Athens Olympics, Ai Shibata won gold in the 800m women's freestyle wearing Aile Bleue.



Mizusawa Down Jacket

2008

A down jacket line based on a non-quilting manufacturing process. The product uses materials that achieve superior water resistance and moisture permeability, thereby providing a high level of wearer comfort.



SUNSCREEN/Coolist D-Tech (Original materials development)

2011/2019

"SUNSCREEN" (2011), it blocks near-infrared rays, the cause of the heat from strong sunlight. "Coolist D-Tech" (2019), it keeps the wearer cool and dry even when sweating, and releases heat quickly through ventilation and airflow functions.



R90

2020

DISC BUSAN's representative research and development product. The "R" in the name of "R90" was named from "Rotation," and the rotational structure placed on the outsole was designed to prevent the heel shift caused by body rotation at the top of the backswing, enabling a stable swing.



ALPINE

2021

Produced at our Company-owned factory in Mizusawa, this down jacket is designed for athleticism and thermal comfort in all-mountain conditions. The jacket is popular as a high-performance item for athletes that can be worn comfortably while skiing or on snowy mountains.



AQUAFORCE STORM

2023

By twisting and wearing the suit, it supports internal hip rotation while kicking, enhancing the athlete's performance. It is our top racing model maximizing the strength of our in-house factory, with expertise in precise pattern creation and advanced bonding techniques.



Company Profile

Name	DESCENTE LTD.	
Founded	February 1935	
Incorporated	February 1958	
President	Shuichi Koseki	
Capital	¥3.8 billion	
Turnover	120.6 billion (FY ended March 2023, Consolidated)	
Employees	Consolidated 2,924/Non-consolidated 23 (As of March 31, 2023)	
Business	Manufacture and sales of sportswear and related articles	
Base	Office	R&D Center
	Tokyo Office	DISC OSAKA (Apparel)
	1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6006	2-3-2, Saitoyamabuki, Ibaraki, Osaka 576-0086 JAPAN
	Osaka Office	DISC BUSAN (Shoes)
	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL.+81-6-6633-4201	162, Myeongji International 6, Gangseo-gu, Busan, Korea

Commercial Subsidiary Companies (Japan)

Name	DESCENTE JAPAN LTD.
Incorporated	September 2016
Business	Manufacture and sales of sportswear and related articles
Base	Tokyo Office
	1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6060
	Osaka Office
	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL. +81-6-6633-4201

Name	DESCENTE APPAREL LTD.
Incorporated	January 1999
Business	Manufacture of sportswear and related articles
Head Office	Maruito Namba Building 13F, 1-2-3 Minatomachi Naniwa-ku, Osaka 556-0017 TEL. +81-6-6633-4201

Mizusawa Factory

Long-term expertise in ski suit and other outerwear production can be seen now in the manufacture of Mizusawa down jackets utilising the unique sewing processes developed here. Pattern design and sample production are also undertaken here.

Oshu, Iwate
TEL. +81-197-46-2313



Mizusawa Down Jacket
MOUNTAINEER

Yoshino Factory

Yoshino produces Munsingwear polo shirts throughout the year and manufactures factory representative "10 YEARS POLO SHIRTS" by craftworkers from excellent, high quality sewing techniques.

Yoshino-gun, Nara
TEL. +81-747-52-3940



10 YEARS
POLO SHIRTS

Saito Factory

Saito produces swimwear designed for elite swimmers, Munsingwear slacks, applying special sewing (adhesion) technologies.

Saito, Miyazaki
TEL. +81-983-44-5241



AQUAFORCE STORM

Commercial Subsidiary Companies (Overseas)

China

Name **BEIJING DESCENTE CO., LTD.**
Business Manufacture of sportswear and related articles

Name **SHANGHAI DESCENTE COMMERCIAL CO.,LTD.**
Business Sales of sportswear and related articles

Name **ARENA (SHANGHAI) INDUSTRIAL CO., LTD.**
Business Sales of sportswear and related articles

Name **LE COQ SPORTIF (NINGBO) CO., LTD.**
Business Sales of sportswear and related articles

Name **HONG KONG DESCENTE TRADING, LTD.**
Business Sales of sportswear and related articles

South Korea

Name **DESCENTE KOREA LTD.**
Business Sales of sportswear and related articles

Name **DESCENTE GLOBAL RETAIL LTD.**
Business Sales of sportswear and related articles

Affiliated Companies Accounted for under the Equity Method

China

Name **DESCENTE (CHINA) CO., LTD.**
Business Sales of sportswear and related articles

South Korea

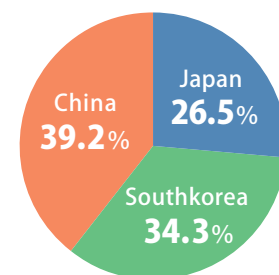
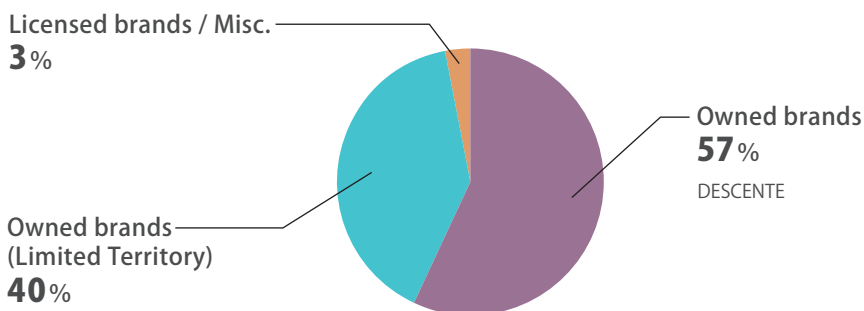
Name **ARENA KOREA LTD.**
Business Sales of sportswear and related articles

Sales composition ratio

FY ended March 2023

● Share of Sales by Brand and Ownership Structure

● Regional net sales by area



More than 90% of sales is in owned brands led by our corporate brand DESCENTE.

SPIRIT OF DESCENTE

Our founding philosophy, the **SPIRIT OF DESCENTE**, is based on the words of management at the time of our establishment and indicates the origin of the DESCENTE Group.

Creation

A rich imagination is the driving force of creativity in any age – honing the senses helps to develop the power to make the right everyday business decisions.

Challenge

In times of change there are always opportunities, which must be taken. There are no failures – simply missteps on the road to success.

Integrity

Give responsibility to those who can be trusted with it and reward sincerity with sincerity.

Harmony

In business, understanding the human psyche is fundamental. Harnessing their joint strength is paramount to success.

DESCENTE

<https://www.descente.co.jp/en/>