

## **Aeon's Randoseru (school bag) products to be sold throughout the year**

### **TOPVALU 3-Style Randoseru Launched on March 16**

**Featuring triple functionality: "Holding with hands, carrying on shoulder, carrying on back"**

Aeon launches its new Randoseru (school bag) products for children who will enter elementary school in the spring of 2018 at Aeon and Aeon Style stores across Japan on March 16, 2017. This kicks off the sale of Aeon's Randoseru products throughout the year. This year, approximately 250 different types of Randoseru products will be available including the new "TOPVALU 3-Style Randoseru" which can be used in accordance with the children's activities such as commuting to school and attending after-school activities.



Today's customers tend to select Randoseru in line with their children's personality and taste. The functionality of Randoseru has also become a key element when purchasing. "TOPVALU 3-Style Randoseru" can be used in three different ways: "carrying on shoulder," "holding with hands," and the conventional "carrying on back," depending on whether the children are commuting to school or attending after-school extracurricular activities or tutoring sessions.

#### **1. Tote bag style suitable for children who commute to school by bus and train (Holding with hands)**

Since "TOPVALU 3-Style Randoseru" features a compact design with a tight-fitting cover and narrow gusset width, it can be carried with the hands like a tote bag. Children can travel comfortably with this Randoseru even on a crowded train or bus. Despite its compact design, the Randoseru can easily accommodate A4-sized flat files.

#### **2. Shoulder bag style that can be used by parents when carrying their children's Randoseru (Carrying on shoulder)**

The shoulder bag style can be used comfortably by parents when carrying Randoseru for their children who are heading for tutoring sessions, etc. after school. In addition, the contents inside Randoseru can be easily taken out when it is carried on the shoulder or as a cross-body bag instead of carrying it on the back.

#### **3. Ordinary backpack style that creates a stylish, mature-looking silhouette (Carrying on back)**

This Randoseru is suitable for children who like a simple but stylish school bag. The compact design reflects the needs of those who want a smaller Randoseru for their children as they need to carry another bag to school.

**Price: 48,000 yen** (51,840 yen with tax)  
**Color variation: 4 colors**  
**Weight: Approx. 1,070 g** (excluding shoulder belt)  
**Number of stores selling this product: Approx. 200**

Aeon is a pioneer in creating a new demand for three-generation families who wish to select and purchase Randoseru products together earlier in the year by launching Randoseru products around the Golden Week holiday and the Bon Festival period. Starting this year, Aeon's Randoseru products are available throughout the year. This reflects the trend of launching Randoseru products earlier in recent years. Aeon helps customers who want to be able to obtain Randoseru at any time, by offering supports such as checking the functionality and characteristics of Randoseru products whenever they visit Aeon stores.

## Overview of the sales of Aeon's Randoseru products

Product launch dates:

(i) March 16: Products are launched at Aeon Style Higashi Totsuka, Online sales commence

(ii) April 14: Sales floor is expanded gradually at approx. 180 stores in Japan

(iii) April 14: Sales fairs are held to accept advance orders at approx. 230 stores in Japan

(iv) From early June: Products to be launched at approx. 450 stores in Japan

\*Products to be launched from early August: Aeon Super Center only

Applicable stores: Aeon, Aeon Style, Aeon Super Center: Approx. 450 stores in Japan

Online sales: Online shop "Kids Republic Online Shop" (<https://shops.aeonsquare.net/shop/c/ca117>)

Number of sales items: TOPVALU, TOPVALU SELECT: Approx. 105

\*Customizable combinations exceeding 1.4 million

\*Number of items in the entire Randoseru product range including NB: Approx. 250

Price range: Between 35,000 yen (37,800 yen incl. tax) and 140,000 yen (151,200 yen incl. tax)

\*Some products may not be available for display or sale, and may be available only for advance orders at some stores.

\*For details, see Aeon's special website on 'kidsschool' (<http://www.aeonretail.jp/kidsschool/>).

## Aeon's "KARUSUPO Randoseru" for your selection

Aeon has always offered a wide range of Randoseru products to meet the needs of its customers. In 2001, Aeon launched the industry's first "24 Colors of Randoseru" and in 2010, "TOPVALU KARUSUPO Randoseru" that can hold A4-sized clear file holders used at school without bending. Aeon's Randoseru products have been used by more than three million elementary school students to commute to school.

A wide product lineup for "TOPVALU KARUSUPO Randoseru" allows customers to select Randoseru for their children taking into account their personalities and the key functions of the products. The "Flat Cube" series features a large capacity and compact size without hems, the "Large-capacity" series holds a large number of items other than textbooks and a pencil case, and the "Light-weight" series reduces the weight for children.

In addition, to reduce the physical burden for children and help make their school life comfortable for six years, "KARUSUPO Randoseru" is designed to meet the children's' needs. All products are made in Japan and come with a six-year warranty to assure the quality.

### **Performance meeting the child's needs**

**Strength** KARUSUPO Randoseru is durable and retains its strength even after using for a long time. Parts that are exposed to heavy load are hand-stitched by specialists for extra strength.

**Light weight** Some products weigh less than 1,000g: they are durable yet light. The specially designed shoulder belt guarantees light weight and a comfortable fit when the Randoseru is carried on the back by distributing the weight on the child's body.

**Capacity** KARUSUPO Randoseru has a large capacity and can hold A4-sized flat files without bending them. With Aeon's large-capacity Randoseru, children can commute to school with their hands free even when they have many things to carry.

**Comfort** Highly breathable materials are used for the back panel. The shoulder belt that is designed to fit the shoulders of children enhances the comfort when the Randoseru is carried on the back.

### **Six-year warranty**

If a Randoseru purchased at Aeon has a defect or malfunction, it will be repaired free of charge. During the repair service, a substitute Randoseru will be provided to ensure that your children can commute to school with their Randoseru every day for six years.

### **Made in Japan**

KARUSUPO Randoseru products are made with Japanese craftsmanship by carefully assembling 200 to 250 different parts, ensuring durability and a beautiful finish.

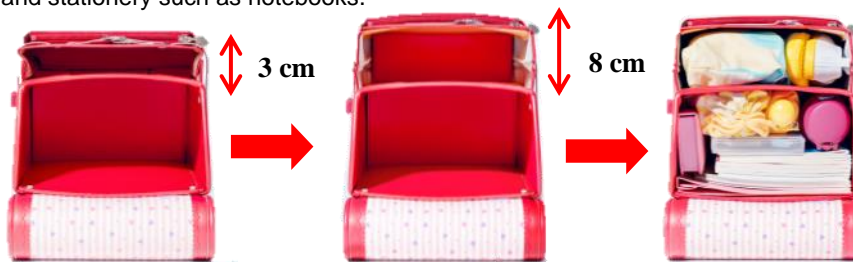
## New TOPVALU SELECT KARUSUPO Mirai Pocket Flat Cube featuring an expandable small gusset

“TOPVALU SELECT KARUSUPO Mirai Pocket,” the largest-capacity Randoseru product by Aeon, will be added to the “Flat Cube Randoseru” series this year. According to the new curriculum guidelines to be implemented from 2020, English-language activities will start from Year 3 and English will be a subject from Year 5. With the “Mirai Pocket,” a small gusset that can be expanded from 3 cm to 8 cm in width, “TOPVALU SELECT KARUSUPO Mirai Pocket Flat Cube” has a large capacity to accommodate all necessary school items, supporting the safety of children when they commute to school.

### **Feature 1** Small gusset that can be expanded from 3 cm to 8 cm in width

#### **“Mirai Pocket” allows children to commute to school with their hands free**

The large gusset has a width of 12.5 cm and the small gusset can be expanded from 3 cm to 8 cm in width. When the small and large gussets are combined, the maximum width of this Randoseru becomes 20.5 cm, offering a huge capacity. It can easily accommodate all necessary school items such as a water bottle, gym uniform, school lunch apron, indoor school shoes, etc. in addition to textbooks and stationery such as notebooks.

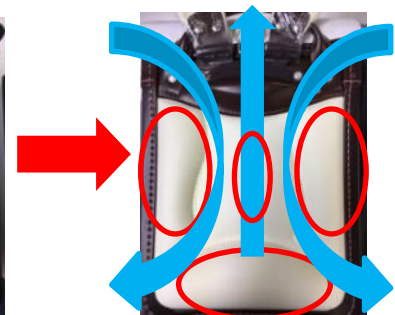


### **Feature 2** A light feel & comfortable fit despite its large capacity

To reduce the physical burden for children due to the heavier weight of the large-capacity Randoseru, a comfortable back panel has been developed under the guidance of Professor Nagamachi, a pioneer of sense-of-quality engineering. By supporting the body with pads in three locations including the middle of the back, under the scapula on both sides and around the waist, the burden on the shoulders is reduced by distributing the weight of the Randoseru, creating a light feel and comfortable fit. In addition, the unevenness of the pads helps to enhance the breathability when the back panel is pressing on the body, reducing sweatiness on the back.



(Conventional back panel)



(Newly designed back panel)

Price: 63,000 yen (68,040 yen incl. tax) – 65,000 yen (70,200 yen incl. tax)

Item: Elegant, Cute, Traditional, Advanced (4 color variations available for each design)

Weight: Approx. 1,200–1,230 g

### “TOPVALU SELECT KARUSUPO Flat Cube Randoseru”

Randoseru with premium quality and carefully manufactured by skilled Randoseru craftsmen using rare special sewing machines in Japan, and by spending roughly three times as long as usual. To reduce the physical burden for young children with a smaller body, this large-capacity Randoseru is made smaller than ordinary Randoseru products with hems by eliminating the hems that normally exist on the contact surfaces between the back panel and gussets.

## History of evolving “Aeon’s Randoseru” products

Since the launch of “Aeon’s 24 Colors of Randoseru” in 2001, Aeon’s Randoseru products have been used by more than three million elementary school students to commute to school.

### **2001: Aeon’s 24 Colors of Randoseru**

A series of Aeon’s 24 colors of Randoseru was proposed, an industry-first. With its color variations that change every year in line with current trends, etc., this popular series can be selected in accordance with children’s tastes. Aeon’s 24 Colors of Randoseru is now a long-selling product that represents Aeon’s Randoseru products.



### **2004: Randoseru products launched under Aeon’s “TOPVALU” brand**

#### **2006: TOPVALU New Variation Randoseru**

By using motifs such as pretty hearts, flowers, lightning bolts, eagles, etc. instead of a conventional Randoseru design, the products can be selected to meet children’s tastes.

#### **2007: TOPVALU My Color Randoseru**

Unique Randoseru can be created by selecting unique combinations of the body color for “24 Colors of Randoseru,” cover, hems, cover rivets, etc. Starting this year, customers can also select from interior design options. Unique Randoseru matching the personality of children can be created by choosing from more than 1.4 million combinations for TOPVALU SELECT “Customized” Randoseru and more than 1.1 million combinations for TOPVALU “My Color” Randoseru.

#### **2010: TOPVALU KARUSUPO Randoseru**

This Randoseru was created in response to customers’ demands for Randoseru products that can hold A4-sized clear file holders used at school without bending. The current model can accommodate A4-sized flat files easily.

#### **2011: TOPVALU SELECT Flat Cube Randoseru**

By eliminating the conventional hems of Randoseru through the work of skilled craftsmen, this Randoseru is compact yet has a large capacity. This Randoseru is manufactured by using advanced sewing technologies and by spending roughly three times as long as usual. It is a very popular high-quality Randoseru that symbolizes “Japan’s excellence in *Monozukuri* (manufacturing).”

#### **2014: TOPVALU SELECT KARUSUPO Flat Cube Randoseru (Flex Model)**

Japan’s first Randoseru with an expandable gusset was created for customers who want a Randoseru with variable capacity to suit the volume of learning materials and stationery as their children grow older. The width of the gusset can be expanded or shrunk by 2.5 cm to 3 cm by opening and closing the fasteners on the side.

#### **2015: TOPVALU SELECT KARUSUPO Flat cube Randoseru (Premium Model)**

The Premium Model sits at the top of the “TOPVALU SELECT” series, offering even higher functions and quality. The Premium Model was created to reflect what customers focus on when selecting Randoseru for their children. The “Special” version featuring embroidery on the entire surface is for those who put priority on the design, while the “Cordovan” version using cordovan, which is known as the “diamond of leather” due to its rarity, is for those who put priority on the materials used.