

January 29, 2015

Sojitz Corporation
Sojitz General Merchandise Corporation

Admiral Brand Flagship Store Opened in Taiwan **Expanding business through overseas concept stores**

Sojitz General Merchandise Corporation (Sojitz GMC), a wholly-owned subsidiary of Sojitz Corporation, opened an Admiral brand flagship store in Taipei, acting through its Taiwanese business partner.



Admiral was established in 1914 as a supplier of uniforms for the British Navy and has become an international brand sold in more than 40 countries around the world, including Japan. The Admiral name derives from its maritime origins, and the brand logo is based on an admiral's sleeve insignia. In the 1970s and 1980s, Admiral was renowned for its high-quality fabrics and innovative designs which integrate sports and fashion, and also supplied uniforms to Manchester United along with a number of other major professional football clubs. Admiral also sponsored the England national football team and remains recognized as a high-class brand.

Sojitz GMC acquired trademark rights to the Admiral brand for five regions in East Asia (Taiwan, China, Hong Kong, Macau, and South Korea) in January 2014. Using these rights, Sojitz GMC is marketing shoes, apparel, bags, and other products. With the opening of the flagship store near Taipei Big Dome, Sojitz GMC will broadly develop the Admiral brand and expand its lineup of products to heighten brand recognition, increase brand value and sales.

Store Details

Name: Admiral Taipei Big Dome Shop

Address: No. 14, Ln. 180, Guangfu South Road, Da'an District, Taipei City

Grand Opening: January 29, 2015

Sojitz General Merchandise Corporation Company Profile

Head office	4th floor, Akasaka Oji Building, 1-22 Akasaka 8-chome, Minato-ku, Tokyo, Japan
Established	October 1967
Shareholder	Sojitz Corporation (100.00%)
Capitalization	450 million yen
Turnover	7.8 billion yen (fiscal year ended March 2014)
Main Businesses	Planning, development, import and wholesale of footwear, general merchandise, apparel, and other products Planning, production management and sales of uniforms and bedding products
End of fiscal year	March
No. of employees	59 (as of end of June 2014)
URL	http://www.sojitz-gmc.com/en/index.shtml

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