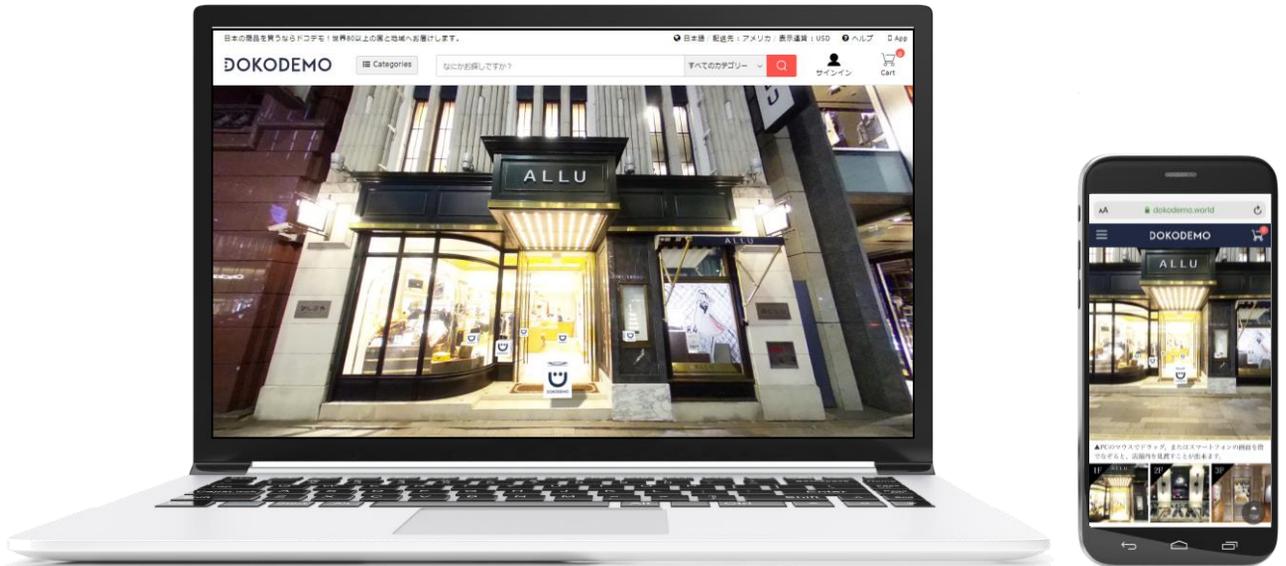


# SOU Expands Access to the Global Luxury Resale Market!

Brands *ALLU* and *usus* Open Shops on the Cross-Border DOKODEMO Platform; Offer Luxury Brand Luxury Resale Items From Japan to the World



Pursuing a mission to provide global access to pricing and value data for smarter lifestyles, SOU Inc. (Tokyo; Shinsuke Sakimoto, representative director and president) aims for the further growth of the luxury resale market. Today, SOU announced that the company has listed online shops for its *ALLU* (vintage collection shop) and *usus* (archive fashion online store, offering all genres from luxury brands to street fashion) brand businesses on the DOKODEMO platform. DOKODEMO is an e-commerce site operated by Vega corporation Co., Ltd (Fukuoka City, Japan; Tomokazu Ukishiro, president and chief executive officer).

## Joining the Active and Rising Global Resale Market

The United States is experiencing a rise in eco-conscious consumers, as seen in the nationwide Konmari Method boom and the popularity of eco-friendly brands. This shift in consumption has increased focus in the global fashion market for sales of vintage apparel, including items sold through vintage shops. Japan's brand luxury resale items enjoy strong popularity for the quality and reliability represented by *Guaranteed Japanese Quality*. Given these trends, SOU decided to produce online shops for *ALLU* and *usus* brands on the DOKODEMO platform to take advantage of the rapidly growing global market.

## Selling High-Quality *ALLU* and *usus* Products Throughout the World

While the SOU Group engages mainly in B2B transactions, FYE August 2019 *ALLU* and *usus* sales (B2C) rose 23 percent year on year, demonstrating significant growth. Listing shops for these brands on the DOKODEMO site will give SOU access to a cross-border e-commerce platform to sell and ship Japanese products to consumers in more than 96 markets around the world. SOU expects to see even more rapid growth as a result of this move to the DOKODEMO platform. *ALLU* and *usus* will provide consumers around the world with high-quality brand luxury resale items from Japan, while raising the global recognition of the *ALLU* and *usus* names.

## ■ Featured Brands



Vintage CHANEL



Vintage LOUIS VUITTON



Vintage GUCCI



Vintage HERMES



Vintage TIFFANY &amp; CO



Vintage Christian Dior

Chanel, Louis Vuitton, Gucci, Hermès, Tiffany, Christian Dior, Fendi, CELINE, Salvatore Ferragamo, and more (includes vintage versions for all brands)

## ■ About ALLU

ALLU is a curated vintage shop that brings together a curated lineup of luxury brand items that highlight fashion and rare value. The brand operates its own e-commerce site, as well as shops in Tokyo (Ginza) and Osaka (Shinsaibashi).

- Shops: ALLU Ginza (5-3-14 Ginza, Chuo-ku, Tokyo); ALLU Shinsaibashi (1-10-9 Shinsaibashi, Chuo-ku, Osaka)
- Online sales: <https://allu-official.com/>

## ■ About usus

usus is a cross-border archive fashion online store, offering all genres from luxury to street fashion.

- Online sales: <https://usus-official.com/>

## ■ About DOKODEMO

DOKODEMO is a Japanese-based e-commerce platform selling and shipping Japanese products to more than 96 markets around the world. The platform offers user interfaces in five languages (English, Simplified Chinese, Traditional Chinese, Korean, and Japanese) and ships products to any country serviced by Japan Post.

- Official site (Japanese): <https://dokodemo.world/en/>

## ■ SOU Inc. (<https://www.ai-sou.co.jp/en/>) Company Overview

- Securities Code: 9270
- Head Office: Shinagawa season terrace 28F, 1-2-70 Konan, Minato-ku, Tokyo, 108-0075
- Established : December 28, 2011
- Representative Director: Shinsuke Sakimoto
- Business Lines : Sale and purchase of branded goods, precious metals, antique items, etc.