



July 26, 2024  
Cool Japan Fund Inc.

## **Cool Japan Fund Transferred Shares of M.M. LaFleur Inc.**

Cool Japan Fund Inc. (CJF) announces that it has transferred all of its shares of M.M. LaFleur Inc. (“M.M. LaFleur” or the “Company”) to the Company.

CJF invested in M.M. LaFleur, a fashion brand specializing in women workwear that leverages Japanese fabrics, in October 2019. The investment aimed to increase exposure of the Japanese textile industry in the United States by attracting American professional women with Japanese sophisticated techniques and exquisite textiles. In response to the global COVID-19 pandemic, CJF provided additional support to M.M. LaFleur in September 2020. This support aimed to supply growth capital and further strengthen the company's financial foundation, ensuring that M.M. LaFleur could continue to promote the allure of Japanese textiles globally and achieve mid-to-long-term growth.

Since our investments, M.M. LaFleur has engaged with eight Japanese textile suppliers to broaden its product lineup and Yonetomi Seni Co, Ltd, (Yonetomi) was one of them. Yonetomi is a long-standing knitwear manufacturer based in Yamagata Prefecture and was introduced to the Company by CJF. In addition, in 2022, the Company has extended its online store globally, implying that their fashion leveraging Japanese sophisticated techniques as well as exquisite textiles are attracting not only in the U.S. but also in the rest of the world.

After discussing future business strategy with M.M. LaFleur, CJF decided to transfer all of its shares to M.M. LaFleur to enable the company to drive its business forward with greater agility.

Reference) CJF announced its investments on October 2, 2019 and September 4, 2020.

[https://www.cj-fund.co.jp/en/files/press\\_191002-en.pdf](https://www.cj-fund.co.jp/en/files/press_191002-en.pdf)

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