

Significant changes and development



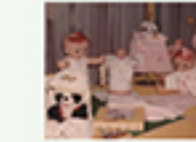
• 1970

Business Established.
Thai-Japanese joint venture
Started to produce lingerie



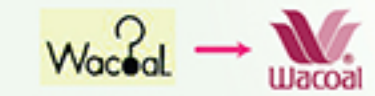
• 1972

The company started to export
to overseas market.



• 1974

Started production for children wear to
distribute locally.



Changed the company logo

• 1980



• 1971

Expanded the production to cover girdle,
underwear, short bodysuit, petticoat and
nightwear products.

• 1973

Increased the registered capital from
Baht 4 million to Baht 8 million.



Established the Product Research &
Development Center to research, test and
analyze the quality of textile materials.

• 1991



Excellent Factory of the Year

• 1990



Began to advertise underwear
on television.



Joint venture with a
raw material producer

• 1986

Changed the mini computer
system to mainframe system.



Wacoal Body Clinic

• 1984

The company also launched "Wacoal Computer
Service" to provide the proportion measurement
service to customers with advanced computer program

• 1979

Increased the registered
capital to Baht 20 million.

• 1983

Listed on the Stock Exchange
of Thailand

• 1992

Add personalized medical garment sewing service.
Heal and relieve scars caused by fire or scald.

• 1993

Popular product award
from Asia Pacific Award



Introduced highly precise equipment to
analyze physiological features such as
Silhouette Analyzer, Moire and
Sketched Outlines.



Converted to public
company limited

• 1987

Expand business

• 1997

The company issued Baht 500 million
debentures to reduce the loan from banks.

• 1999



• 2000

Started the "Wacoal Pink Ribbon Fight
Against Breast Cancer Project"



Introduce the customers' demand analysis
system: Quality
Function Deployment and Kansei Engineering
to design products.

• 2005

Balancing Bra Service



Develop new innovation service
"Balancing Bra Service"
provide tailoring service to women who
have lost their breasts.

• 2006



The company adjust the product image to premium grade,
cut the borderline between underwear and casual wear by
developing "Diamond Intimacy" with Swarovski crystal
on underwear as first launch.

• 2008



• 1994

Established Pattaya Myanmar Co.,Ltd
to expand production base in ASEAN.

• 2013

Developed an efficient
shipping system



Best Corporate Social
Responsibility Award



Omni Channel brings the
concept of Omni Channel
marketing to connect various
marketing channels.

Adjust the Brand Concept under the
concept "Beauty Inside".

• 2014

ESG 100 companies with
outstanding performance in
environment, social and governance



Thai Private Sector Collective
Action Against Corruption (CAC)



• 2016

Build the B'me brand



Started the project
"Wacoal Braday"
donating old bras to be
burned properly.



• 1998

Established the Call Center,
Customers Relations Center.

Starting the Thailand Best Project by
organizing "Sahagroup Export & Trade".



• 2012

Collaborate with business partners
organize "School of Deep Textile"
Project which helps develop textile and
garment specialists.



Thai Wacoal received
Innovation Organization
certification
2018

Acquired ISO 50001
certification

• 2011



• 2010

Princess Collection
Has exhibited fashion show Princess Collection
in Her Royal Highness Princess Sirivannawatee
Narairattanakanya on the occasion of the 40th
anniversary of Thai Wacoal to bring income to
fund the construction of a breast cancer center



Best Innovative Company Awards
from SET Awards



• 2020

• 2009

First time
- The first lingerie in Thailand to receive a
green label
- Receive Cool Mode label for products of
pajamas and outerwear for women



No.1 Brand Thailand 2019-2020
in Woman Underwear Category
10 years consecutively.

• 2015



Joint venture with Wacoal Corp., Japan to establish Myanmar
Wacoal Co., Ltd.
Creating awareness and enhancing the image of Wacoal Sport
and CW-X products based on health care trends.
Acquired ISO 9001, ISO 14001 certification.

Joint venture to startup
A Tech Textile Co., Ltd. and
G Tech Material Co., Ltd.
Best Content 2016 From Lazada



• 2017

Increased investment in
Pattaya Manufacturing Co.,
Ltd. and became an
associated company.



• 2019



To be selected on the
sustainable stock list (THSI).



Listed company in Thailand
with outstanding environmental,
social and good governance.

• 2021

- Developing a Healthcare and
Wellness business.
- Focusing on online sales.

