

CONTENTS

1. Gunze Partners with Local High School Students in Shiga. P1
2. Gunze Sports Holds "Clothed Swimming Experience Sessions". P2
3. Exhibiting at the "Kyoto Learning and Nurturing Marche 2026". P3

October 5, 2026
Gunze Limited

In May 2025, Gunze announced its mid-term management plan, "VISION 2030 stage 2," which declares the company's commitment to achieving sustainable business operations that balance "social value" and "economic value." This commitment will build a sustainable business foundation and establish Gunze as a company that will continue to be chosen globally.

Guided by its founding spirit of "Coexistence and Mutual Prosperity," Gunze places great importance on collaborating with local communities to revitalize them and address their challenges. In this 19th edition, we highlight Gunze's "Community Contribution" activities, which aim to ensure a prosperous future for the next generation.

Gunze Partners with Local High School Students at the Moriyama Summer Festival

Gunze participated as a sponsor in the Moriyama Summer Festival, held in Moriyama City, Shiga, in July. Now in its fourth year, our participation reflects our continued commitment to building strong ties with the local community.

At this year's festival, we hosted an "Original Bottle Creation Workshop" using shrink film labels produced at our Moriyama Plant. Visitors created unique bottles by drawing pictures or writing messages on the labels, which were then heat-shrunk onto the bottles. The workshop offered a fun, hands-on experience for people of all ages. We also partnered with students from a local high school students to operate the booth. Working alongside Gunze employees, the students helped make the event a success while building meaningful connections with the next generation.

Despite evening temperatures exceeding 30°C, the team welcomed visitors with enthusiasm and smiles, distributing all 400 prepared bottles. Gunze will continue to work with local communities to create opportunities for connection and help build a vibrant future together.

Learning Beyond the Classroom Through Community Collaboration

Established last year, the Future Co-creation Department at Moriyama North High School in Shiga promotes community-based learning through hands-on experiences and collaboration with local organizations.

The opportunity to set up a booth at the Moriyama Summer Festival began with a factory tour of Gunze's Moriyama Plant, conducted as part of the department's curriculum to prepare students for future internships. Members of the Community Collaboration Research Club, who regularly volunteer and explore solutions to local challenges, operated the booth.

At the festival, the students hosted a workshop using bottles they had created and interacted with local children. Seeing participants enjoy the activity and express their appreciation gave the students a strong sense of achievement.

The experience also helped them develop confidence, communication skills, and a sense of responsibility through interaction with people of all generations.

The initiative demonstrated the value of community collaboration while contributing to the success of the festival. It also gave students valuable experience in developing the skills needed to contribute to their community in the future.



Mr. Hayashi, Moriyama North High School

Gunze Sports Holds “Clothed Swimming Experience Sessions” at All Locations

Gunze Sports, which operates sports clubs, held “Clothed Swimming Experience Sessions” at all its locations as part of its community outreach efforts. The sessions taught children and their parents the lifesaving skill of “floating and waiting” while fully clothed in the event of a water accident. A total of 294 customers participated.

Every summer, water accidents involving rivers and the ocean occur across Japan. Children who accidentally fall into the water while clothed may panic when their clothes become heavy and restrict their movement, making it difficult to stay afloat.

To address this concern, Gunze Sports is strengthening its role as a community-based safety net by providing hands-on water-safety training.

During the sessions, participants entered the pool fully clothed and learned three key techniques: 1. Experience the difficulty of swimming in clothes. 2. Float and wait for rescue. 3. Use everyday items as flotation aids.

The sessions provided an opportunity to raise awareness of water safety and disaster preparedness in local communities. By combining community health with lifesaving education, Gunze Sports will continue working to help create communities where everyone can live safely and with peace of mind.



Practice floating on your back while fully clothed and waiting for rescue.



Practice waiting for rescue using everyday items, such as plastic bottles.

We held a clothed swimming experience event

Rather than teaching swimming techniques, we emphasized giving participants the opportunity to learn how to save their own lives in the event of a water accident. For elementary school students in particular, we simulated scenarios in which they might find themselves alone in the ocean or a river. We emphasized the importance of not panicking, but rather floating on their backs and waiting for rescue.

Even children who usually swim in swimsuits were surprised when they entered the water fully clothed. They remarked that it felt “heavy” and “hard to move.” We believe that this hands-on learning experience, which demonstrates that the body moves differently in water than on land, will help children make calm, rational decisions in an emergency. Additionally, having preschoolers participate alongside their parents allowed both children and parents to learn how to prepare for water accidents.

Due to the growing demand at stores where the program was piloted, we are now offering this free session at all stores with swimming schools, starting this year. At the Nishinomiya store, approximately 30 people participated, and the program drew significant interest from parents.

Gunze Sports aims to be more than just a place to learn to swim and exercise. We strive to be a familiar “third place” for the community, supporting children's growth and safety.



Instructors in Gunze Sport Nishinomiya
Ms. Sakae and Mr. Sugio

Exhibiting at the “Kyoto Learning and Nurturing Marche 2026”

Gunze participated in the “Kyoto Learning and Nurturing Marche 2026,” organized by Kyoto Prefecture, with an interactive booth for elementary school students and their parents. The initiative aimed to contribute to the local community and nurture the next generation. Under the theme “Learn the Secrets of Underwear and Experience Craftsmanship,” visitors explored the materials, functions, manufacturing processes, and design innovations behind everyday underwear. By asking questions such as “Why?” and “How?,” children discovered the science and ingenuity behind familiar products.

The event’s focus on learning and personal growth aligned with Gunze’s goal of fostering children’s interest in science and appreciation of craftsmanship.

Since its founding, Gunze has worked closely with local communities based on its principles of a people-oriented approach, commitment to quality and coexistence.

Underwear supports health and comfortable living, making it a familiar starting point for children to explore how products are designed and made.

Through this exhibition, Gunze sought to spark children’s interest in manufacturing, strengthen ties with the local community, and support the next generation. We will continue working with Kyoto and local partners to support children’s learning and growth.



Participants will experience creating their own unique item using fabric with cut-out technology.

Connecting with the Next Generation in Kyoto

To contribute to the local community and connect with the next generation, Gunze participated in the “Kyoto Learning and Nurturing Marche 2026.” Kyoto is the birthplace of Gunze, so the event was an opportunity to introduce local children and families to the company and the technology behind everyday underwear.

At our booth, visitors explored Gunze’s technologies through hands-on demonstrations. They observed how “ASEDORON” absorbs and quickly dries moisture, experienced the deodorizing function of “THE GUNZE,” and tested “CUT OFF,” our patented technology that prevents fabric edges from fraying after cutting and repeated washing.

These activities attracted many children and parents. Their positive responses to features such as moisture-wicking, quick-drying, and odor control reinforced the importance of demonstrating product functions through tangible experiences.

The event also underscored the importance of raising awareness of Gunze among younger generations. Gunze has long conducted

“Underwear Education Classes” at elementary and junior high schools in the Kasai area, teaching children about the role and importance of underwear. The Marche provided another opportunity to bring this learning to life through direct interaction with our products.

Gunze will continue collaborating with local communities to spark children’s interest and pass on the technology, ideas, and value behind our products to the next generation.



Ms. Nishitani and Ms. Uehara, from the apparel company, served as instructors.

For more information, please contact

GUNZE LIMITED, Corporate Communication Department

TEL : +81-6-6348-1314 (Shinji Nonaka)

GUNZE website <https://www.gunze.co.jp/english/>