

April 2, 2025
Adastria Co., Ltd.

Adastria and ITOCHU Corporation Jointly Acquire Shares in KARRIMOR International Ltd.

Rolling Out Outdoor Brand KARRIMOR in Japan



Adastria Co., Ltd. (Head Office: 2-21-1 Shibuya, Shibuya-ku, Tokyo; President and CEO: Osamu Kimura) acquired shares in Karrimor International Co., Ltd. in partnership with ITOCHU Corporation (Head Office: Minato-ku, Tokyo; President and COO: Keita Ishii). The transaction was completed on March 31, 2025. Adastria continues to pursue its mission, *Play fashion!* as a Good Community Co-Creation Company.

Through this acquisition, Adastria will begin developing the outdoor brand KARRIMOR in Japan via a joint venture business with ITOCHU Corporation.

KARRIMOR is a long-established outdoor brand from the UK, originally founded in 1946. The brand is known for high-quality rucksacks and apparel and trusted by mountaineering enthusiasts around the world. Adastria and ITOCHU strengthen outreach to untapped customer segments and drive brand growth, combining the strengths of the ITOCHU brand business with Adastria planning and sales capabilities. The companies will leverage this partnership to develop apparel suited for both outdoor and urban lifestyles, expand sales channels. Adastria is committed to further expanding its multi-category development through a full-scale entry into the outdoor segment.

The joint venture business will also serve as a global brand platform in partnership with ITOCHU and work to expand other global brands beyond KARRIMOR owned by the company.



■ What is KARRIMOR?

The history of KARRIMOR dates back to 1946 in Lancashire, a county in northwest England, as a manufacturer of cycling bags. The durable yet functional products quickly gained recognition among mountaineers, prompting the brand to begin designing rucksacks for climbers.

The name KARRIMOR comes from the phrase “carry more”. True to its name, KARRIMOR rucksacks combine the durability to carry all essential gear for any outdoor environment, superior comfort, and features designed for climbing. These rucksacks have not only supported climbers’ abilities, but also expanded the range of environments climbers can explore. KARRIMOR continues to explore new frontiers today.



Official Social Media

Instagram: @karrimor_japan (https://www.instagram.com/karrimor_japan/)

Facebook: @karrimor.jp (<https://www.facebook.com/karrimor.jp/>)

X: @karrimor_jp (https://twitter.com/karrimor_jp)

Youtube: <https://www.youtube.com/c/karrimorJapan1946>

■ Adastria Overview



Adastria Co., Ltd. (President and CEO: Osamu Kimura) is a specialty casual fashion retailer operating approximately 1,500 stores in Japan and overseas under more than 30 brands, including GLOBAL WORK, niko and ..., and LOWRYS FARM. The company celebrated its 70th anniversary in 2023. Guided by its mission, *Play fashion!*, Adastria aims to become a Good Community Co-Creation Company that inspires people through fashion and creates new value by fostering open communities where people and ideas connect.

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Instagram: https://www.instagram.com/adastria_official/

◇Inquiry Form◇

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