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UT PRESS NEWS:

The NARUTO UT COLLECTION

This year, **UNIQLO** teams up with Manga Entertainment for the **Naruto UT** collection of 32 styles based on the bestselling, world-beating anime series. The line is released in early 2011, and will be followed by other anime brands later in the year, including *One Piece* and *Dragon Ball Z*.

- **WHO IS NARUTO!?** He's the teenage ninja sensation who first appeared in Japanese comic form in 1997, and in his own TV series in 2002. A martial artist in training, possessed by a Nine-tailed Demon Fox, Naruto is the icon for a digital generation that watches his show, reads his comics and plays the video games based on his adventures.
- **AS NOT SEEN ON TV.** The *Naruto* TV series has never been shown on British television. That hasn't stopped a quarter of a million Naruto DVDs flying from UK stores to eager fans. Television is *so* last century...
- **THE WAY OF ANIME** Anime isn't just something to watch, it's a way of life for thousands of British teenagers, who have never known a world without it. It's opened their eyes to fashion crazes like **Hello Kitty** and the **Gothic Lolitas**. It's opened their ears to J-pop, J-rock, Visual Kei and Japanese hip-hop.

Anime and manga (Japanese comics) are vibrant, growing parts of UK subculture and it's fashions are trickling down onto the streets, with Victorian frills, manly shoulder pads and hyper-real heroic get-ups. Anime fashion has evolved out of the moving image and into global culture.

This year, Manga Entertainment, the UK's leading purveyor of Japanese animation (or "anime"), celebrates two decades as film producers, market leaders and video distributors for such acclaimed animation classics as *Akira*, *Bleach* and *Death Note*.

Priced at £12.99, the **Naruto UT** collection is available in UNIQLO stores and online www.uniqlo.com.



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