



2026 月 6 月 9 日

各 位

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Newsweek International Magazine 掲載のお知らせ

この度、「Newsweek International Magazine (June 5-12 2026)」(発売日2026年6月5日-12日)に、当社代表取締役 肖 俊偉のインタビュー記事が掲載されましたのでお知らせいたします。

Newsweek International Magazineは、世界59カ国でおよそ400万部発刊されている、購読者数7,500万人(電子版と紙媒体を併せて)の、政治・経済・文化などのニュースを扱うアメリカの大手週刊誌です。

「JAPAN’ S LIFESTYLE LEADERS TURN UTILITY INTO GLOBAL APPEAL」という特集記事にて、当社が展開する「ORiental TRaffic」や「HIMIKO」をはじめとするブランドが、デザイン性・快適性・価格のバランスを重視しながら、多様なライフスタイルに寄り添う商品開発を行っている点が紹介されました。



当社掲載ページ (英文)

<https://www.newsweek.com/newsweek-country-reports>

CONTENT BY THE WORLDFOLOID

WA INC. STEPS UP JAPANESE LIFESTYLE FOOTWEAR

WA INC. BLENDS JAPANESE COMFORT, CHARM AND PRACTICALITY INTO LIFESTYLE FOOTWEAR DESIGNED FOR MODERN CONSUMERS. By Daniel de Bontfort, Bernard Thompson and Kyam Eduard

On a day out in Tokyo, a good pair of shoes is essential. The city is famously walkable with thousands of attractions, just a stone's throw away from hundreds of railway stations. A stroll in Shinjuku Gyoen National Garden, a coffee break in trendy Shimokitazawa and shopping in Ginza, all easily accessible on foot. But comfort and durability aren't enough; shoes are a fashion statement and an expression of self. For WA Inc., that everyday journey is where Japanese lifestyle design begins.

Led by President Junwei Xiao, the company behind brands including ORiental Traffic and HIMIKO has built its identity around a simple principle: products should be beautiful, practical and accessible. "In Japan, there is a strong sense of pride associated with design, particularly in achieving a refined balance between functionality and accessibility," he said. In footwear and lifestyle products, that balance is felt in the shoe's fit and the confidence it gives the wearer.

WA's approach reflects its key strength, the ability to make thoughtful designs feel natural. Xiao said that the company seeks to harmonize "design, comfort and affordability," creating products that earn consumer trust over time. This is especially important in footwear, where a purchase must satisfy both fashion and function. "As a footwear company, functionality is

our top priority," he said. "Ensuring a comfortable fit – especially one suited to Japanese foot shapes – is essential."

Utility is only one part of the equation. The company also brings a uniquely Japanese sensibility to its collections, particularly through ideas like kawaii, charm and softness. "We prioritize approachability and character, which we believe better reflects our brand identity and resonates more deeply with our audience," Xiao said.

This gives the brand a warmer identity that resonates with younger customers and a wider audience alike. Capturing that wider audience is becoming increasingly important. As Japan's population ages and younger demographics contract, WA is expanding beyond its original base. ORiental Traffic serves as an accessible entry point for fashion-forward customers, while its sneakers, such as its ORTR line, appeal across generations, genders and lifestyles.

The company's growth is also being shaped by digital retail. Footwear was once considered difficult to sell online due to sizing issues, but consumer habits have changed. WA Inc. now connects stores and e-commerce in a way that lets customers discover products online, try them in person and buy through either channel. "Currently, over 30 percent of our footwear sales come from online channels," Xiao said, adding that this may grow to about 50 percent over time.

As WA looks overseas, sneakers and Japanese aesthetics may become key advantages. Xiao sees "strong universal appeal" in sneakers, while the company's sense of kawaii offers a point of difference in markets seeking something fresh, functional and unmistakably Japanese.

“Maintaining the right balance between design, comfort, and price accessibility is critical to building consumer loyalty.”

Junwei Xiao
President, WA Inc.








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