

March 8, 2024

Colan Totte Co., Ltd.

Colantotte expresses "recovery" with its first collaboration between the Japanese brand doublet, which officially participated in the Paris Fashion Week, and the power of magnetics
Scheduled for release sequentially from July, 2024

Colantotte Co., Ltd. (Headquarters: Chuo-ku, Osaka, President: Katsumi Komatsu), the manufacturer and distributor of the magnetic health gear "Colantotte", has collaborated with the Japanese fashion brand "doublet" (Headquarters: Tokyo, Designer: Masayuki Ino), which has officially participated in the Paris Fashion Week since the fall/winter 2020 season.

In line with the theme of the Fashion Week, specifically, "THE CURE", necklaces and clothing that utilize the power of magnets which offer Colantotte's effect of improve blood circulation and alleviate muscle stiffness were announced at the Paris men's Fashion Week for autumn and winter of 2024/2025. The collaborative products are scheduled to be released sequentially in July, 2024 by doublet Corporation. (Colantotte does not handle this product.)



Colantotte offers magnetic health gear that has been certified as medical devices that improve blood circulation and alleviate stiffness using the effect of magnetic force. Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™) allows for the magnetic effect to reach a large area, making it very effective. In addition to those effects, the good fit and design have been favorably received. The magnetic necklaces and magnetic wear are loved by many athletes and those who are troubled by stiff shoulders.

Furthermore, this is expanding globally by obtaining patents domestically and abroad.

Ino is a designer who was able to recover after being supported by his friends and relatives in the past when he was hurt and was experiencing a difficult time. From this experience, He wanted to express "recovery" in this Fashion Week. We received an offer based on our experience. If we can support the expression "recovery" with the power of magnets, we can attain a collaboration between Colantotte's magnetic technology and doublet.

Colantotte Planning and Development Manager Comments

Around October last year, we received an offer from designer Ino regarding this collaboration and its announcement at the Paris Fashion Week. There was something that was communicated between our company's desire to develop "attractive" medical devices that are designed to be distinguished from magnetic products, having the effects of improving blood flow and alleviating stiff shoulders through the power of magnets, and "recovery" which Mr. Ino wanted to express in the Paris Fashion Week. Although it was a tight schedule until the Paris Fashion Week, we received an offer that they would like to work with us.

The magnetic necklace has been transformed into a unique and decorative design. The magnetic arrangements for clothing, which had been made so that they were as inconspicuous as possible until now, had been airbrush painted conversely in order to make them visible. It was a surprise and I was quite impressed that the magnetic items had been changed so much.

[doublet x Colantotte special page] <https://colantotte.co.jp/brand/collaboration/doublet/>

■ Collaborative Product Information

<Magnetic Necklace>

This combines a magnetic necklace loved by top athletes and a necklace that has a heavy chain that is often worn by the so-called punks. The rubber neck loop is magnetized 55mT at 10 mm pitches in Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™) and it distributes the magnetic force over a wide area to improve circulation and relieve stiffness.



- Medical Device Certification Number: 221AGBZX00065000
- Urethane-resin-coted rubber neck loop magnetized 55mT at 10mm pitches in the Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™)

<Magnetic Wear>

Ten 130mT magnets are arranged in Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™) on the back.

A series that docks authentic magnetic wear and punkish street-wear. Not only humor, but also expect improving blood circulation and alleviate muscle stiffness just by wearing the shirts.





- Medical Device Certification Number: 304AGBZX00012000
- 10pcs of 130mT ferrite permanent magnets are arranged in Colantotte's punique Alternating North-South Polarity Orientation (ANSPO™) around the shoulders and back
- Magnetic STRIPE SHIRT comes in two colors - magnetic tight fit T-Shirt and magnetic long sleeve T-Shirt come in three colors.

Colantotte does not handle this product. Scheduled to be released sequentially in July, 2024 by doublet Corporation

Comment by Mr. Ino at doublet

Reason and aim for the collaboration

Colantotte has developed a magnetic necklace that is also loved by professional athletes. I felt that the quality, product design, and company philosophy were also excellent. I thought it would be interesting to combine a magnetic necklace that is loved by players who are active in the professional world, and a necklace that seems to be worn by punks with a heavy chain that could cause shoulder stiffness. I would like you to focus on the fact that an idea that has never been seen before was born by the fusion of the image of the punks, who seem intense and aggressive, and the health goods and clothing that have the completely opposite image of being healthy.

After the Paris Fashion Week

We had a variety of reactions, including it's a "new doublet" that continues to create new ideas while retaining the unshakable doublet character. I'm wearing it myself, but wearing Colantotte's clothing has helped me get rid of a tired feeling! I have the feeling that I'm going to work hard again today! I want to let everyone know about the benefits of magnets.



In the show, models appeared wearing zombie makeup, overlapping themselves in a difficult mental state and zombies, and portrayed that they were finally able to “recover” and return to being healthy people again.



The theme of this Fashion Week is "THE CURE".

[Paris Fashion Week Live Streaming Archive] <https://www.youtube.com/watch?v=2KWsA3dCGaU>

■ The “doublet” Brand

doublet is a Japanese men's brand established by Masayuki Ino in 2012.

The brand name "doublet" is derived from Lewis Carroll's "Doublets" word game. Just like the game, in which words are changed one letter at a time, the concept is to replace basic and standard items with sudden ideas, turning familiar items into "everyday wear that's slightly off." The brand offers a complete lineup including everything from clothing to accessories.



■ Designer Masayuki Ino

Ino was born in Gunma Prefecture in 1979 and graduated from Tokyo Mode Gakuen in 2002.

After gaining experience as a corporate designer, he worked at a belt factory in Asakusa and then was in charge of planning and production of shoes and accessories at MIHARAYASUHIRO. Afterwards, he established doublet.

He was the first Asian person to win the Grand Prize in The LVMH Prize for Young Fashion Designers, a competition for young designers sponsored by the LVMH Group, in 2018. In the same year, he released a collaborative item with Valentino.

■ **“Colantotte” Permanent Magnetic Therapeutic Devices for General Use How Colantotte Products Work**

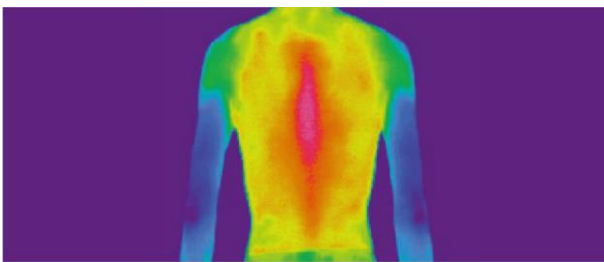


Symbol indicating the Alternating North-South Polarity Orientation

There are reasons for why Colantotte soothes stiffness. We developed the Alternating North-South Polarity Orientation, which emits magnetic force effectively over a large area. Our products are genuine health gear certified as medical devices.

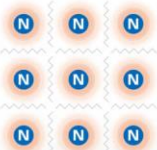
Only by wearing them can you experience the power of the magnetic force that Colantotte alone has managed to harness. Stiffness will ruin your days no longer. Soon you’ll be able to greet each day with a genuine smile.

■ **What Sets Colantotte Medically Certified Devices Apart...Is the Colantotte’s unique Alternating North-South Polarity Orientation (ANSPO™) “Experience the Colantotte Difference for Yourself”**



*The effects vary with each person

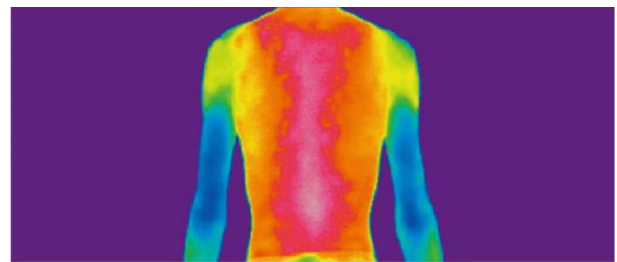
□ Top View



□ Side View

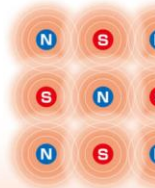


Magnetic force only works locally



*The effects vary with each person

□ Top View



□ Side View



It helps improve circulation and relieve stiffness

The “Alternating North-South Polarity Orientation (ANSPO™)” Makes All the Difference

• Colantotte's magnets are arranged in Colantotte’s unique Alternating North-South Polarity Orientation (ANSPO™), which allows their magnetic forces to affect a large area, influencing the whole surface and not just a single point. This layout allows these magnetic forces to improve blood circulation and alleviate muscle stiffness, assisting the recovery process.

· Our authentic health devices are certified as medical devices and improve circulation around the worn area. Simply wearing them in your daily life can liberate you from the pain of stiffness.

■ Colantotte Magnetic Medical Gear

Colantotte products contain permanent magnets arranged in the Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™). This arrangement allows the magnetic force to affect a large area to improve circulation and alleviate stiffness at the applied location. It is certified in Japan as an authentic magnetic health device.

In 2005, Colantotte was launched in America under the overseas brand TRION:Z. Professional golfers Rory McIlroy and Rickie Fowler as well as many other top athletes regularly use this gear to soothe and support their bodies. Additionally, in 2012, one of the Colantotte bracelets was featured prominently as a key story item in the Hollywood movie "The Avengers" as part of a tie-up campaign, demonstrating the recognition of the brand's quality and design not only in Japan, but by many people all over the world.

■ Colan Totte Co., Ltd.

"Begin each day with a smile."

We can help you show the smile that comes from good health. Since its establishment in 1997, medical device manufacturer Colan Totte Co., Ltd. has been developing products that improve people's physical and mental health. There are countless health-conscious products available throughout the world. We are committed to developing authentic, evidence-based products, with a focus on our Colantotte line of magnetic health gear, each product of which has been certified as a medical device.

Our products are not only effective as medical devices, but also place an emphasis on design. By focusing on visually appealing features, we have challenged the conventional wisdom of making such gear as inconspicuous as possible and pioneered the concept of attractive medical equipment. Our gear is endorsed by many top athletes for both its functionality and design. In addition, we have acquired patents in Japan and overseas to expand our business around the world. With medical devices that people can enjoy using without difficulty, Colantotte brings smiles to people all over the world.

On July 8, 2021, Colan Totte CO., Ltd. was listed in the Mothers market of the Tokyo Stock Exchange. We will take this listing as an opportunity to heighten our awareness of our responsibilities as a publicly traded company, and we will continue to make efforts to expand our business, gain the trust of our customers, and become a company that can make broad contributions to society.

【Company Profile】

Colan Totte Co., Ltd.

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Business Contents: Manufacturing and sales of medical devices; Manufacturing and sales of daily sundries; Mail order

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