

# **LEA MILLS AGENCY**

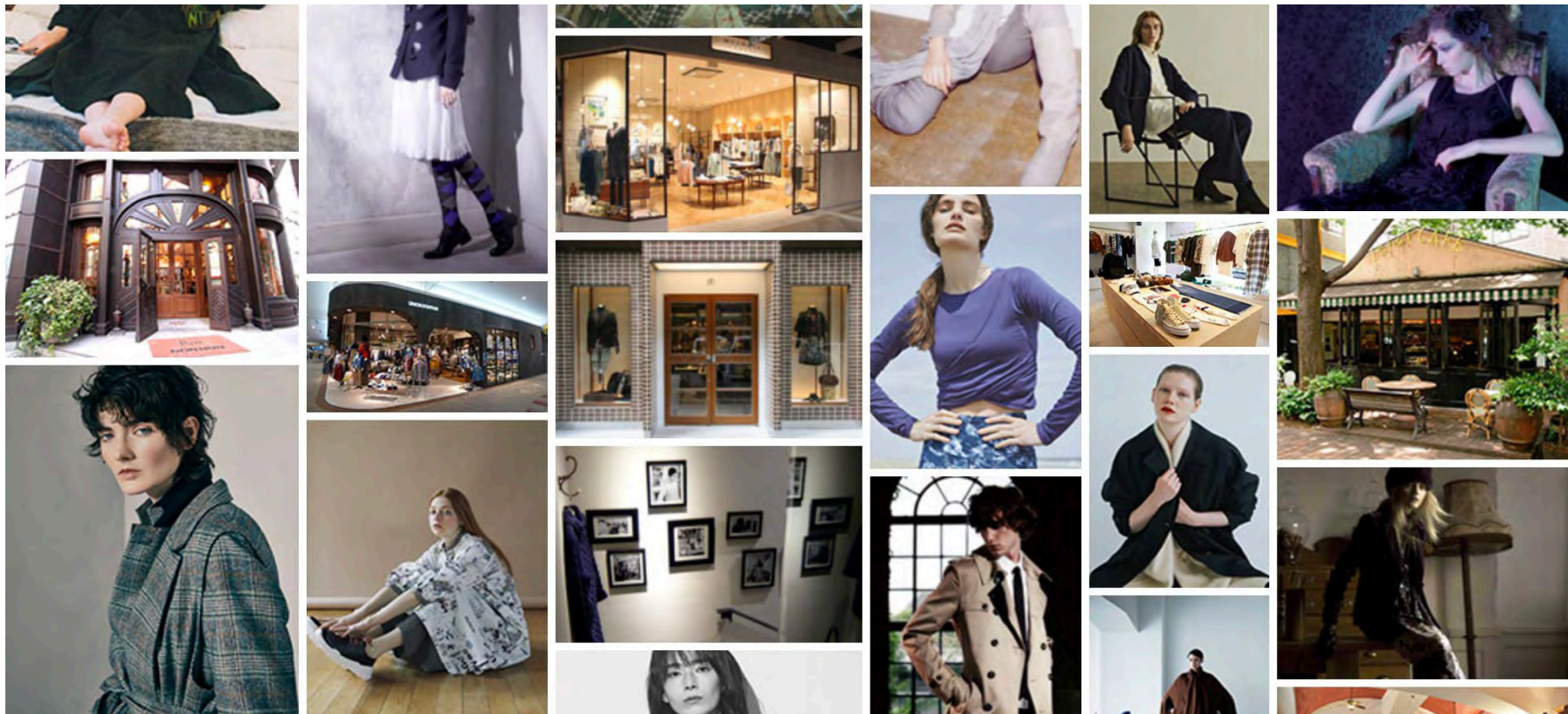
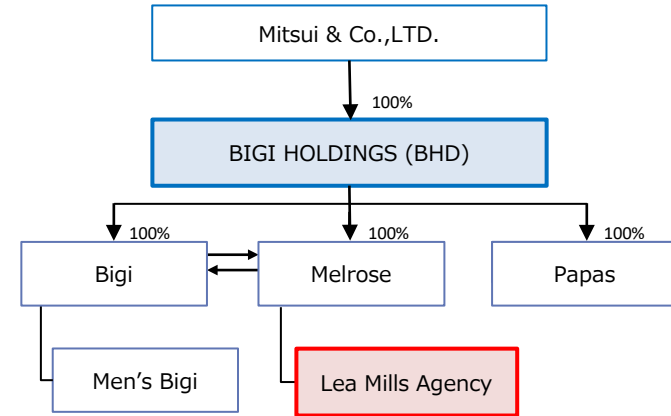
## **COMPANY PROFILE**

**June 2024**

## BHD Group Profile

- **Established** In 1970
- **Employee** 1,960
- **Shareholder** Mitsui & Co., Ltd
- **Revenue** 35 billion JPY (2023/Feb)  
(50 billion JPY - Before Covid 19)
- **Number of Brands** 40 brands
- **Number of Stores** 592 stores
- **Business description** Designing, manufacturing, distributing and retailing apparel and accessory products.

## BHD Group Organization (since June 2024)



<b>Company name</b>	: LEA MILLS AGENCY LTD. ( <a href="http://www.lea-mills.co.jp">www.lea-mills.co.jp</a> )
<b>Founded</b>	: July 1988 (March 2018, 100% Acquired by Melrose/BHD)
<b>Chairman</b>	: Hitoshi Takeuchi (CEO / BIGI Holdings)
<b>President &amp; CEO</b>	: Toshimasa Kajino
<b>Company address</b>	: 1-19-14 Aobadai Meguro-ku Tokyo 153-0042 Japan
<b>Brands</b>	: John Smedley, Armor lux
<b>Number of stores</b>	: John Smedley 11 stores, Armor lux 1 store
<b>Wholesale doors</b>	: 210 doors (in 2023)

Lea Mills Agency(LMA) is a company under BIGI Holding (BHD) – Japanese apparel company group and is engaged in the import distribution and licensing business of US/European luxury/premium brands in the Japanese market



**JOHN SMEDLEY**  
THE WORLD'S FINEST KNITWEAR



Armor·lux



## Global Brand



Win-win relationship for sustainable growth

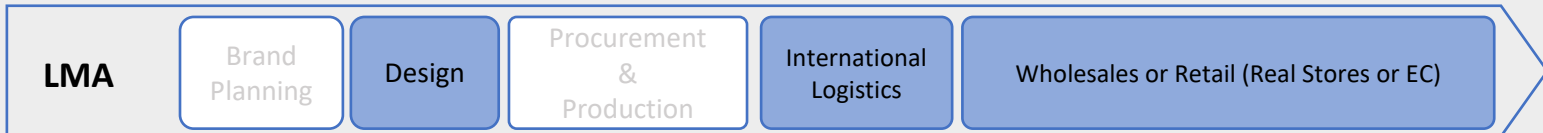
## Lea Mills Agency (LMA)

### Retail Shift X Products Expansion

#### 1. Importing Original Products



#### 2. Importing Custom-made Products by LMA's design ideas and requests



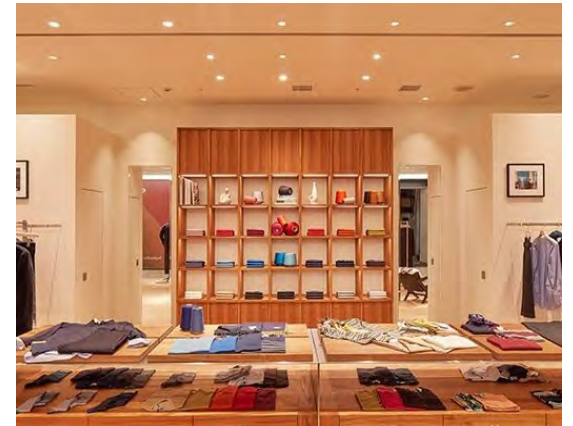
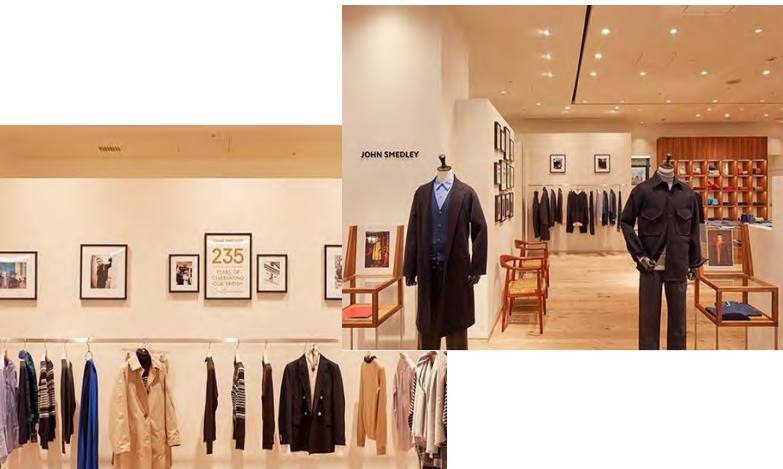
#### 3. Localized (Licensed) Products by LMA's design and production



Japanese  
& Asian  
Market

LMA can adjust its business model and operations in Japan based on the brand holder's strategy and direction.

# LMA's store operation (John Smedley stores)





BY APPOINTMENT TO  
HER MAJESTY QUEEN ELIZABETH II  
MANUFACTURERS OF FINE KNITWEAR  
JOHN SMEDLEY LTD LEA MILLS



BY APPOINTMENT TO  
HIS ROYAL HIGHNESS THE PRINCE OF WALES  
MANUFACTURERS OF FINE KNITWEAR  
JOHN SMEDLEY LTD LEA MILLS

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# LMA's brand visuals



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Armor·lux

