

Press Release

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"Ride With Comfort" Grameen UNIQLO – Bangladesh Honda Collaboration T-shirt

Grameen UNIQLO and Bangladesh Honda, 2 Japanese organizations operating in Bangladesh, recently collaborated together with an initiation. They jointly have designed and developed new T-shirts for young customers, especially for Bike Riders. This is the first time any company directly worked for any specific group of customers in Bangladesh like Bikers. Designed focusing mainly on Bikers, these T-shirts can be worn by whole young generation aesthetically. Considering young minds choices, different colors and designs have been added to the line of this Tee.

Friday, October 5, 2018, the collaboration news came with the unveiling and launching of these T-shirts by two business heads of the companies, Najmul Huq from Grameen UNIQLO and Yuichiro Ishii from Bangladesh Honda.

Mr. Yuichiro Ishii, CEO of Bangladesh Honda Private Limited, said about the collaboration, "I'm very happy and proud to be associated with Grameen UNIQLO. Together we had an opportunity to think about the young generation specially the bikers' comfort while they ride. We make Honda Motorcycles that Bikers ride comfortably, and Grameen UNIQLO makes clothing that everyone wear comfortably. We both work for customers comfort."



Honda-UNIQLO T-Shirts

Regarding new experience of cloth design and development, Mr. Yuichiro Ishii further mentioned, "Bikers are passionate and they enjoy riding. So we introduced special T shirts for them. And we say, "Ride with Comfort". I believe they will love these T shirts. Besides, considering their passion, we have tried to develop different designs and colors of these T shirts so that not only bikers but everyone young people can wear these T shirts."



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These T-shirts are available from 5th October, 2018 in all stores of Grameen UNIQLO and Bangladesh Honda at the price of BDT 690 (Excluding VAT).

Mr. Najmul Huq, Managing Director of Grameen UNIQLO expressed his words on this initiation, "Young people are the most passionate one. They love to do all the crazy things including Bike Riding. But whatever they do, they love to do with comfort and with confidence. Considering the facts we have designed and developed some special graphic T-shirts for young people especially for Bikers."

He added to his statement, "We have collaborated with Bangladesh Honda and brought out these special T-shirts for the Bikers. We added different designs and colors so that not only Bikers but every young or teenager can wear those comfortably. So enjoy our clothing, and Ride with Comfort."

Faithfully Yours

Yuichiro Ishii

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)