



F.D.C. PRODUCTS

Pursues Customer Diversity

F.D.C. PRODUCTS, WHICH OPERATES JAPAN'S LEADING JEWELRY BRAND 4°C, FOCUSES ON CUSTOMER DIVERSITY, DEVELOPING PRODUCTS AND BRANDS THAT MEET THE NEEDS AND DESIRES OF A WIDE RANGE OF CUSTOMERS. *By Cian O'Neill*

“We aim to create a jewelry brand that our customers can wear to feel confidence, pride, happiness and a warm sense of caring for others.”

Ichiro Okafuji
PRESIDENT, F.D.C. PRODUCTS

In 1972, when the only options were jewelry and accessories, 4°C introduced a new concept to Japanese society: “fashion jewelry.” This concept has been embraced and supported by many women, helping it grow over the years. President Ichiro Okafuji firmly believes that, in response to the recent diversification of customer values, it is crucial to appeal to customers’ needs and desires to secure the future market. With over 20 years of overseas experience, the company is eager to expand into Asian markets, particularly China, Taiwan, India, Thailand, Vietnam, Singapore and Malaysia.

To cater to a variety of values such as gender neutrality, taste, lifestyle and price range, the company offers six unique brands, including its flagship brand 4°C, as well as Canal4°C and RUGIADA. These products reflect the company’s commitment to the culture and craftsmanship unique to Japan, and its founding principle of empowering customers to express themselves and show their beauty and uniqueness. Mr. Okafuji notes that “customers recognize an important aspect of 4°C jewelry is the means to experience emotions such as courage and happiness, to create good memories and connections with others, or even to act as a good luck charm. We want our products to decorate and enrich each person’s life.”

Responding to the diversifying values of customers involves understanding them. The company aims to build lifelong customer relationships by offering emotional value to younger generations through their first encounter with the 4°C brand and by rekindling memories of that experience for older customers. 4°C has 52 years of history, and its unique strength remains its broad appeal to customers of all ages.

Fashion has an unmistakable power to move people’s emotions. In this age of diversity, 4°C will continue to evolve its fashion jewelry so that every customer can lead a life true to themselves. The company aspires to become a 100-year brand that brings happiness to its customers.

4°C

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