

February 26, 2026
Toho Co., Ltd.

Toho Group to Participate in UNIQLO Charity T-Shirt Project "PEACE FOR ALL"

Tokyo, Japan – Toho Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Hiroyasu Matsuoka) is proud to announce its participation as a collaborator in UNIQLO's charity T-shirt project, "PEACE FOR ALL." A special T-shirt featuring a design imbued with wishes for peace will be available for purchase worldwide at UNIQLO stores and online starting Friday, April 17, 2026(JST).

Background of Participation

Last October, Toho announced its new Group Slogan: "Moments for Life." This phrase embodies our determination to contribute to human happiness by delivering "moments that become the strength of life" through moving entertainment and services—transcending generations, borders, and cultural differences—so that everyone can feel that "life is beautiful."

The purpose of the "PEACE FOR ALL" project—"wishing for world peace and taking action"—aligns perfectly with our philosophy, leading to our decision to participate in this initiative.

T-Shirt Design



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Comments

Hiroyasu Matsuoka, Representative Director and President, Toho Co., Ltd.

"With experiences like the pandemic and the rapid development of AI, the world is changing at an unprecedented speed. Facing an uncertain future, many people likely harbor anxiety. In fact, during the COVID-19 pandemic, entertainment was labeled 'non-essential,' and there was a time when we ourselves questioned our significance and felt strong anxiety. However, we believe that the true value of entertainment lies in supporting people's lives and contributing to their happiness precisely when they fall into such difficulties and anxieties.

This charity T-shirt embodies the wish for 'a society where people around the world can feel that life is beautiful.' The Toho Group hopes to continue delivering 'moments that become the strength of life' to the world through moving entertainment and services, creating a more peaceful and spiritually rich future together with you all."

Koji Yanai, Group Senior Executive Officer, FAST RETAILING CO., LTD

We are honored to welcome Toho as a collaborator in the PEACE FOR ALL project. For decades, Toho has delivered some of Japan's most iconic entertainment—including Godzilla—to audiences around the world.

The phrase "moments that become the strength of life" expressed through the design of this T-shirt represents a value that Toho has cherished since its founding. At the same time, these words embody the spirit of the PEACE FOR ALL project, which is rooted in our shared wish for world peace. Through this T-shirt, we hope that this message will reach people across the globe and contribute to making the world a better place.

About PEACE FOR ALL

"PEACE FOR ALL" is a UNIQLO project featuring T-shirts designed by prominent figures who share the goal of "wishing for world peace and taking action." Since the project's launch in June 2022, 48 collaborators have participated, selling over 9.61 million T-shirts and raising over 2.88 billion yen in donations.

Fast Retailing Co., Ltd., which operates UNIQLO, donates 100% of the profits (equivalent to 20% of the retail price in Japan per shirt) to three organizations providing humanitarian aid to those affected by poverty, discrimination, violence, and conflict: the United Nations High Commissioner for Refugees (UNHCR), Save the Children, and Plan International. Funds are used for international peace activities. *(Figures as of the end of December 2025).*

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About Toho Co., Ltd.

Founded in 1932, Toho Co., Ltd. is a leading entertainment conglomerate. Under the group slogan, “Moments for Life,” the company delivers a wide range of entertainment across its four core business pillars: Film, IP and Anime, Theatrical, and Real Estate. Known for producing world-renowned masterpieces such as the Godzilla series, Toho remains committed to delivering moments that inspire and enrich the lives of our diverse customers worldwide.

Official website: <https://www.toho.co.jp/en/company>

Contact Information

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