



News Release

For immediate release

September 6, 2017

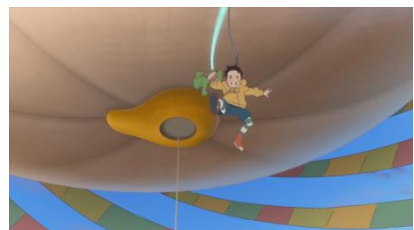
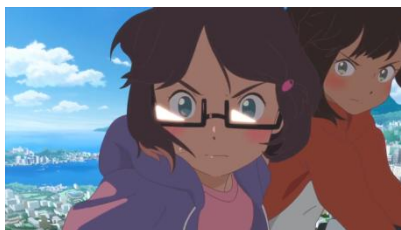
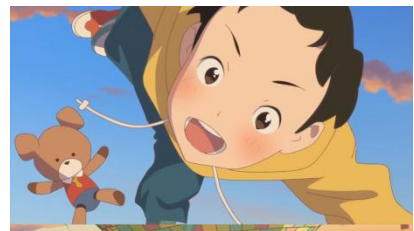
YKK branded content spreads the idea “Little Parts. Big Difference” around the world.

YKK to release short animation “FASTENING DAYS 3,” the third video in the “FASTENING DAYS” trilogy, which have garnered 13 million views online. The trilogy, featuring the 3 members of Perfume doing the voiceovers, will be released over 3 consecutive weeks.

-To be released starting Wednesday, September 6 on the official website and YouTube in 7 languages-

YKK Corporation (headquarters located at 1 Kanda-Izumicho, Chiyoda, Tokyo) has produced a short animated feature titled “FASTENING DAYS 3” as part of its effort to widely promote its corporate brand and zippers. “FASTENING DAYS 3” is the third video in the “FASTENING DAYS” trilogy, which thus far have had a total of 13 million views from around the world. It is slated to be released worldwide on Wednesday, September 6 on YKK’s Official YouTube Channel (URL: <https://www.youtube.com/user/YKKfastening>) and on

YKK’s official website (URL: <http://www.ykkfastening.com/fd/>) in both English and Japanese audio and with Spanish, Chinese (simplified), French, Thai, and Vietnamese subtitles. It will also be distributed as a



commercial ad on YouTube in various countries.

The YKK Group produces YKK ® brand fastening products and YKK AP ® brand architectural products, and it currently operates in 70 countries/regions of the world including North, Central and South America, Europe, The Middle East, Africa, China, Asia and Japan. The Fastening Products Group, which manufactures products that fasten and link things together, has steadily provided the world with zippers, snaps, buttons and other fastening products through a comprehensive quality management and integrated production systems since the company was founded more than 80 years ago.

YKK, as one of the world’s top zipper manufacturers, will release the entire “FASTENING DAYS” trilogy with the tag line “Little Parts. Big Difference”. over 3 consecutive weeks to promote its brand message of the importance of joining things together.

Hiroyasu Ishida, whose previous work, “Fumiko’s Confession,” was selected for the Excellence Award in the Animation Division of the 14th Japan Media Arts Festival and earned an Honorable Mention at the 2010

Ottawa International Animation Festival Awards, directed the first two stories in the “FASTENING DAYS” series. He has since passed the torch to Tomotaka Shibayama of Studio Colorido Co., Ltd., who is known for his production of the TV series “Space Brothers” and the movie “Saint Young Men.” “Sweet Refrain” (released in 2013) by the globally successful trio, Perfume, has been chosen as the animation’s theme song. Although Perfume has been contributing to the series since “FASTENING DAYS” with theme songs, this time the group contributes voiceovers as well.

“FASTENING DAYS 3” takes place in a city in the near future where the main characters, Yoji, Kei and Kelly, rescue the endangered city using zippers and once again feel a connection with the surrounding world. Futuristic equipment is featured in this video as well, reflecting YKK’s stance of taking on the challenge of creating new products.

YKK has set up a “FASTENING DAYS” Facebook page to accompany the release of this short feature and will be continually releasing related information.

<https://www.facebook.com/Fastening-Days-1416880495005232/>)

Overview of Short Animated Feature “FASTENING DAYS 3”

Title	FASTENING DAYS 3
Official Website	http://www.ykkfastening.com/fd/
Director	Tomotaka Shibayama
Production	Studio Colorido (http://colorido.co.jp)
Story/Script	Junichi Tanaka (POPS)
Music	Yoshinori Sunahara
Theme Song	“Sweet Refrain” Perfume
Release Date	Episode 1 Wednesday, September 6, 2017 Episode 2 Wednesday, September 13, 2017 Episode 3 Wednesday, September 20, 2017 *3 consecutive weeks
Region	Global release
Audio	Japanese/English
Subtitles	Spanish, Chinese (simplified), French, Thai, Vietnamese
Cast	Yoji: Fuyuka Ono; Kei: Ryoko Shiraishi; Kelly: Akemi Kanda (Japanese dubbed version) Rescue Team Member: a-chan; Cake Shop Employee: KASHIYUKA; Mail Delivery Person: NOCCHI Yoji: Emiko Takeuchi; Kei: Rumiko Varnes; Kelly: Donna Burke (English dubbed version)
Length	Episode 1: 2 minutes 36 seconds Episode 2: 2 minutes 39 seconds Episode 3: 5 minutes 5 seconds

Summary:

The main characters, Yoji and Kei, who made friends with Kelly in the previous story, help people in need

around town while wearing the Fastening Machine. One day there is an airship accident right above the city. Will these three be able to help the crisis? And what will they discover in the end? The struggles of these heroes using zippers in this heartwarming action-packed animation, set in the near future is a must see!



Tomotaka Shibayama, Director

Animation Director. Born on September 2, 1977 in Aichi Prefecture. Started working at Studio Ghibli as the “shiage” (In charge of final touches). Worked on “Spirited Away.” After leaving Studio Ghibli, he shifted to animation and worked on many films for A-1 Pictures after the movie “Welcome to the Space Show.” He currently is active as a director at Studio Colorido Co., Ltd.

His representative works include the TV series “Space Brothers” (Producer), movie “Saint Young Men” (producer), movie “Anthem of the Heart” (producer), opening footage of “Arashi Live Tour 2015 Japonizm” (producer), Mitsui Fudosan Co., Ltd. promotion video “Go for 2020” (director), and McDonalds TV commercial “The Future Me (Part 2)” (animation director).

Comment from Director Shibayama:

“I thought that the theme of “connecting” went well with the picture expression. Connecting fabric, connecting people, connecting time, connecting space, connecting the 3 episodes. I thank everyone involved as well as the staff that have connected with me through this animation.

【Theme song: Perfume “Sweet Refrain”】



The theme song “Sweet Refrain,” Perfume’s 19th single, was released on November 27, 2013.

About Perfume

Perfume is a Japanese techno-pop girl group from Hiroshima, consisting of a-chan, KASHIYUKA and NOCCHi. They made their major debut in 2005, and experienced a breakthrough with the mega hit “Polyrhythm” in 2007. They are known for their original music, lyrics, dance and emceeing. Their new album “COSMIC EXPLORER” was released on May 6, 2016 and rose to top place on the Oricon Weekly Album Chart. Their 24th single, “If You Wanna” was released on August 30, 2017. “Perfume FES!! 2017” will take place on September 6 and 7 at the Aichi Prefectural Gymnasium and September 13 and 14 at the Osaka-Jo Hall.

Perfume Official Website <http://www.perfume-web.jp>

Comments from Perfume:

“The “FASTENING DAYS” series is finally done! We had the opportunity to do the voiceovers this time and I played the part of a rescue team member. The three of us were in the same booth recording our individual parts. When we rehearsed it went well, but for the actual take, I got nervous and had a hard time synchronizing with the anime movement. I think it turned out pretty well. I also played the same role on the English version, then check it out, too. It is a very heartwarming story about the courage of the main characters. The 1st, and 2nd features of the ‘FASTENING DAYS’ series were also very dramatic and touching stories, so if you haven’t seen them yet, please watch them as well.” (a-chan)

“Hi everyone, did you see ‘FASTENING DAYS 3’ yet? Well, I appear in Episode 1 as a cake shop employee. Did you notice? Since it was the first time for me to do a voiceover, the timing was a little tricky and harder than I imagined. I was also surprised at the volume of the other voice talents’ voices! I kept thinking that I had to be energetic during the recording, but I was worried that I was overdoing it. When I saw the completed animation, it didn’t seem like it was too much so I’m relieved. Please check out ‘FASTENING DAYS 3’ that is finally complete.” (KASHIYUKA)

“Are you enjoying ‘FASTENING DAYS 3?’ In Episode 2, I was the mail delivery person. It was the first time I did a voiceover, so it was difficult, and my actual voice was completely different from what I thought it sounded like (lol). I love animation and watch it a lot, so this was a luxurious work experience for me. The highlight of ‘FASTENING DAYS 3’ is the action scene that keeps accelerating. Please also pay attention to the scene with our voices in it! I hope you enjoy it.” (NOCCHI)

About YKK Corporation

The YKK Group operates a global business management structure across 6 regions in 70 countries and regions around the world, with its core business segment being fastening products (zippers, snaps, buttons, etc.).

Company name: YKK Corporation

President: Hiroaki Otani

Contact information

PR office for short animated feature FASTENING DAYS 3: INITIAL Inc. PR company

e-mail: YKKdougapr@vectorinc.co.jp

YKK Corporation, Corporate Communications Group, Hiroki Ishimaru

e-mail: h-ishimaru@ykk.co.jp