

June 17, 2026
and ST HD Co., Ltd.

and ST HD Co., Ltd. Acquires 68% Stake in SIXTYPERCENT Inc.



and ST HD Co., Ltd. (Head Office: 2-21-1 Shibuya, Shibuya-ku, Tokyo; President and CEO: Taiki Fukuda) entered into an agreement to acquire a 68% stake in SIXTYPERCENT Inc. (hereinafter "SIXTYPERCENT"). The agreement was signed on June 17, 2026. SIXTYPERCENT is the operator of a cross-border Asian fashion e-commerce mall centered on South Korea. The closing date for this transaction is scheduled for June 30, 2026. and ST HD continues to pursue its mission, "Play fashion!".

"60%," a global fashion e-commerce store operated by SIXTYPERCENT Inc., is an e-commerce mall featuring over 2,700 brands, with a focus on up-and-coming street brands from various Asian countries. It has garnered strong support from younger generations in their teens and twenties.

Through this acquisition, both companies will integrate their respective customer bases and expertise to strengthen their approach to untapped markets and international cultures. By incorporating cutting-edge Asian fashion and culture, and ST HD Co., Ltd. will further drive its multi-brand expansion and platform strategy.

Company Name	SIXTYPERCENT Inc.
Location	1-8-1 Nakameguro, VORT Nakameguro I 1F, Meguro-ku, Tokyo 153-0061, Japan
CEO (Co-founder)	Taiga Manabe
CBO (Co-founder)	Nanae Matsuoka
Founded	July 20, 2018

Following the closing of the transaction, Taiga Manabe and Nanae Matsuoka, co-founders of SIXTYPERCENT Inc., will retain a 32% stake and continue to lead the company's management.

■SIXTYPERCENT Inc. Overview**60%**

Founded in July 2018, SIXTYPERCENT Inc. operates "60%," a global fashion e-commerce store featuring brands from Asian countries such as South Korea, China, and Thailand. Targeting teenagers and young adults in their twenties, the platform offers over 2,700 brands and more than 200,000 items, ranging from casual, designer, and lifestyle brands to cutting-edge street brands (as of May 2026). Driven by its mission to "Bring Asian fashion to the mainstream of the world," the company aims to become the largest fashion company in Asia.

URL: <https://corp.sixtypercent.com/en/>

60% Official Online Store: <https://global.sixty-percent.com/>

■and ST HD Co., Ltd. Overview**andST HD**

and ST HD Group is a multi-company group comprised of several entities, including Adastria Co., Ltd., ELEMENT RULE Co., Ltd., BUZZWIT Co., Ltd., and zetton inc., which operate apparel, lifestyle goods, and food and beverage brands; and ST Co., Ltd., which runs the mall and media business; and ST Logistics Co., Ltd., which handles group logistics; and WeOur Co., Ltd., a special subsidiary. The Group aims to become a "Play fashion! Platformer" that spreads the excitement of fashion both domestically and internationally while strengthening connections with various stakeholders.

Head Office: Shibuya Hikarie, 2-21-1 Shibuya, Shibuya-ku, Tokyo 150-8510

URL: <https://www.andst-hd.co.jp>

Instagram: https://www.instagram.com/andsthd_official

< For Media Inquiries >

and ST HD Co., Ltd. Corporate Communications Department

TEL : 03-5466-2050

Media Inquiry Form : <https://x.gd/69qzd>



Media Inquiry Form
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