

DESIGN MATTERS 2025

Yonex from Niigata to the World

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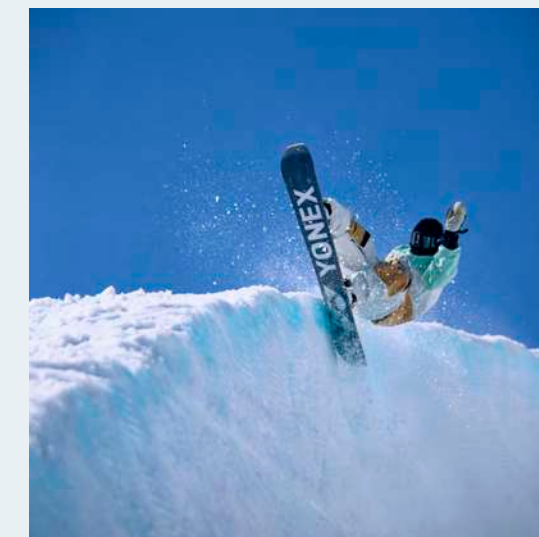
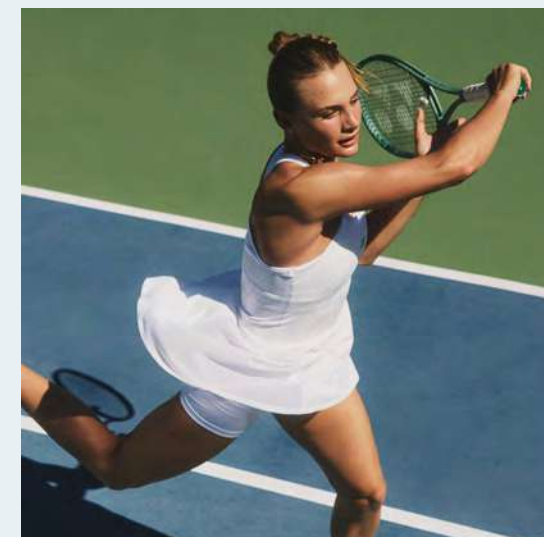




Who is Yonex?

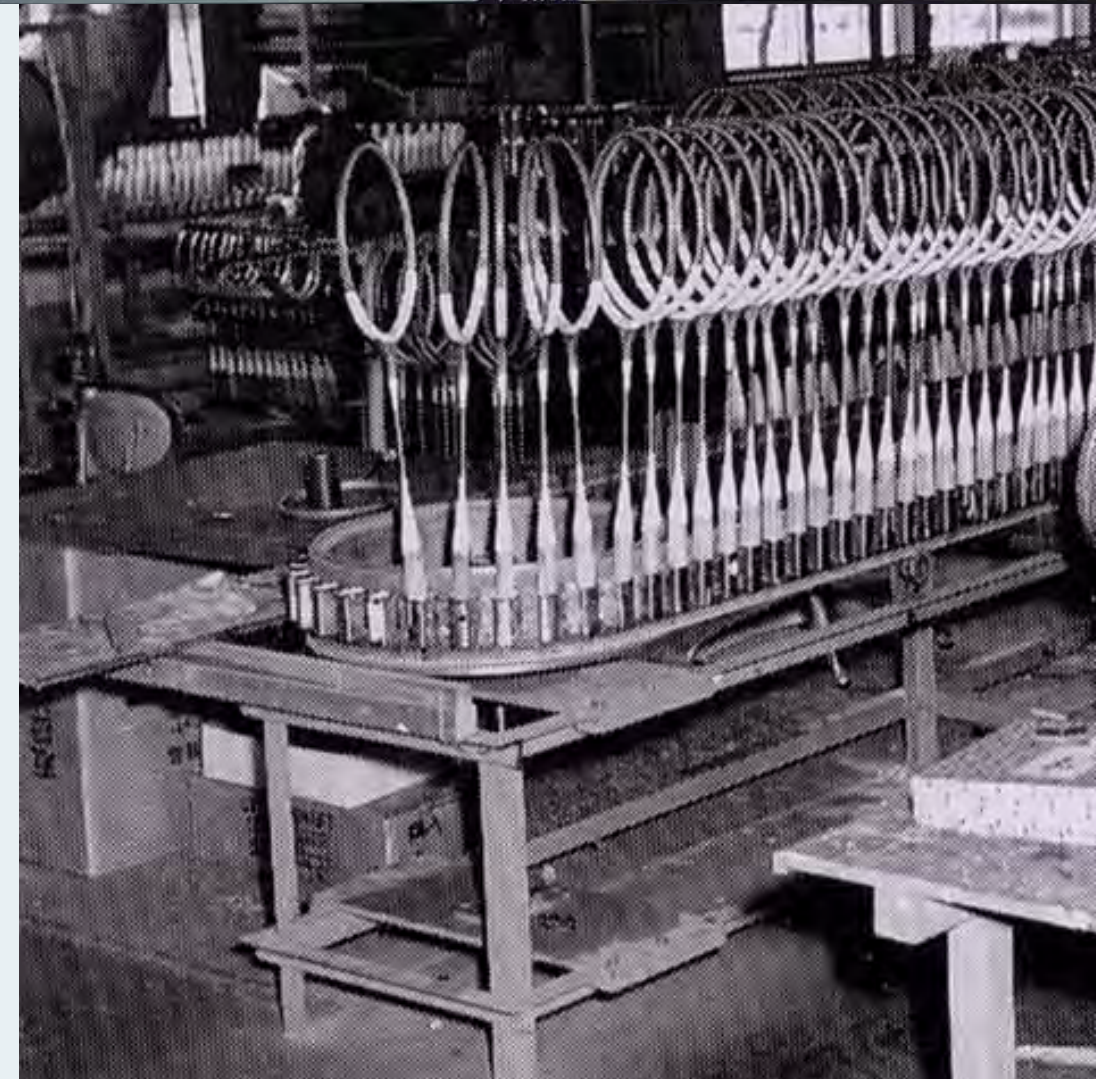
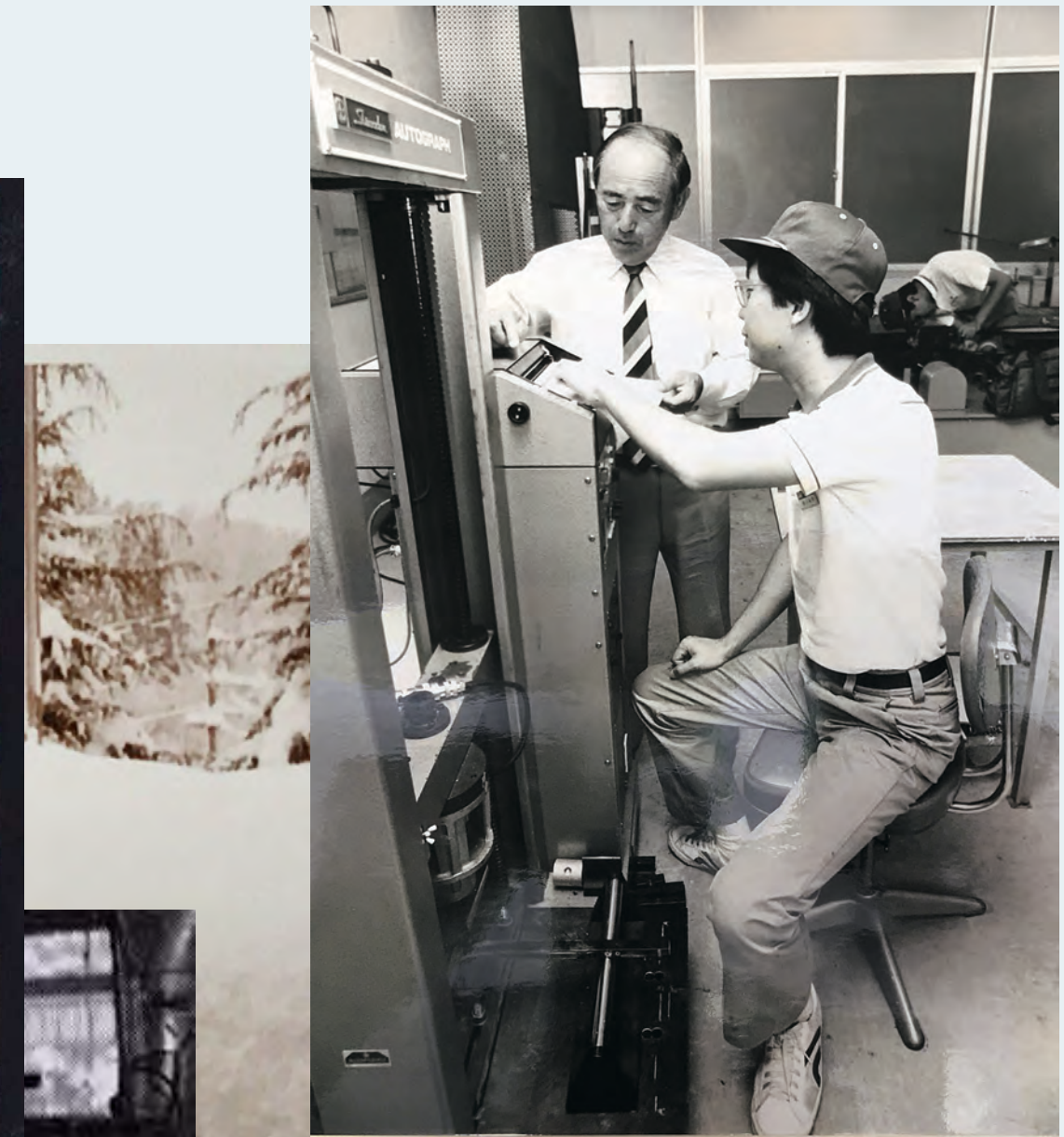
Yonex is a Japanese sporting goods company known worldwide for its high-quality badminton, tennis, and golf equipment, including racquets, shoes, and apparel. With a reputation for innovation and craftsmanship, Yonex supports top athletes and major tournaments globally, while also bringing its products to everyday players.*

*ChatGPT





Where we started





The Yonex I saw in 2019
THE REALITY (PART 1)

**IYKYK Brand
with a niche
following**



**“Let the product
do the talking”**

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ヨネックスっぽい

“Very Yonex”



The Yonex I saw in 2019
THE REALITY (PART 2)

Lots of creativity within the company,
but without a cohesive language to
express what makes Yonex, Yonex.

“Quality and Innovation”



RACQUET DESIGNERS

“Performance and Students”



APPAREL DESIGNERS

“Evolving Tradition”



SHOE DESIGNERS

“Product Awareness”



BRAND MANAGERS



The Yonex I saw in 2019
THE REALITY (PART 2)

**Yonex was a brand without
a *direct emotional* connection
with their customers.**



ヨネックスっぽい

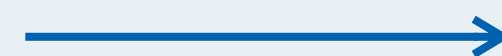
“Very Yonex”



Identifying the “Why”
RE-DEFINING

ヨネックスっぽい

“Very Yonex”



With nearly 80 years of heritage,
we had plenty of failures and
successes along the way.

What do our past experiences
say about being “Very Yonex”?



Identifying the “Why”
RE-DEFINING

So we went back to our basics.

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Identifying the “Why”
RE-DEFINING

Our past experiences were built on strong values for quality, innovation, and an unwavering focus to support people who want to play sport.

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Purpose

**TO CRAFT A BETTER
FUTURE WITH UNIQUE
INNOVATIONS**

Mission

**BRING THE WORLD TOGETHER BY
DEEPENING PEOPLE'S CONNECTION TO
SPORT AND TO EACH OTHER.**

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Identifying the “Why”

The Dualities that
Represent Our Outlook

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Identifying the “Why”

Anchoring Our Identity

PURPOSE

+

MISSION

+

DUALITIES

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Learning Our Customer

CUSTOMER INSIGHTS

- Needs
- Challenges
- Inspirations



Identifying the “Why”

Anchoring Our Identity

PURPOSE

+

MISSION

+

DUALITIES

X

Learning Our Customer

CUSTOMER INSIGHTS

- Needs
- Challenges
- Inspirations



ヨネックスっぽい

“Very Yonex”

DESIGN MATTERS 2025

PURPOSE
+
MISSION
+
DUALITIES

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CUSTOMER INSIGHTS

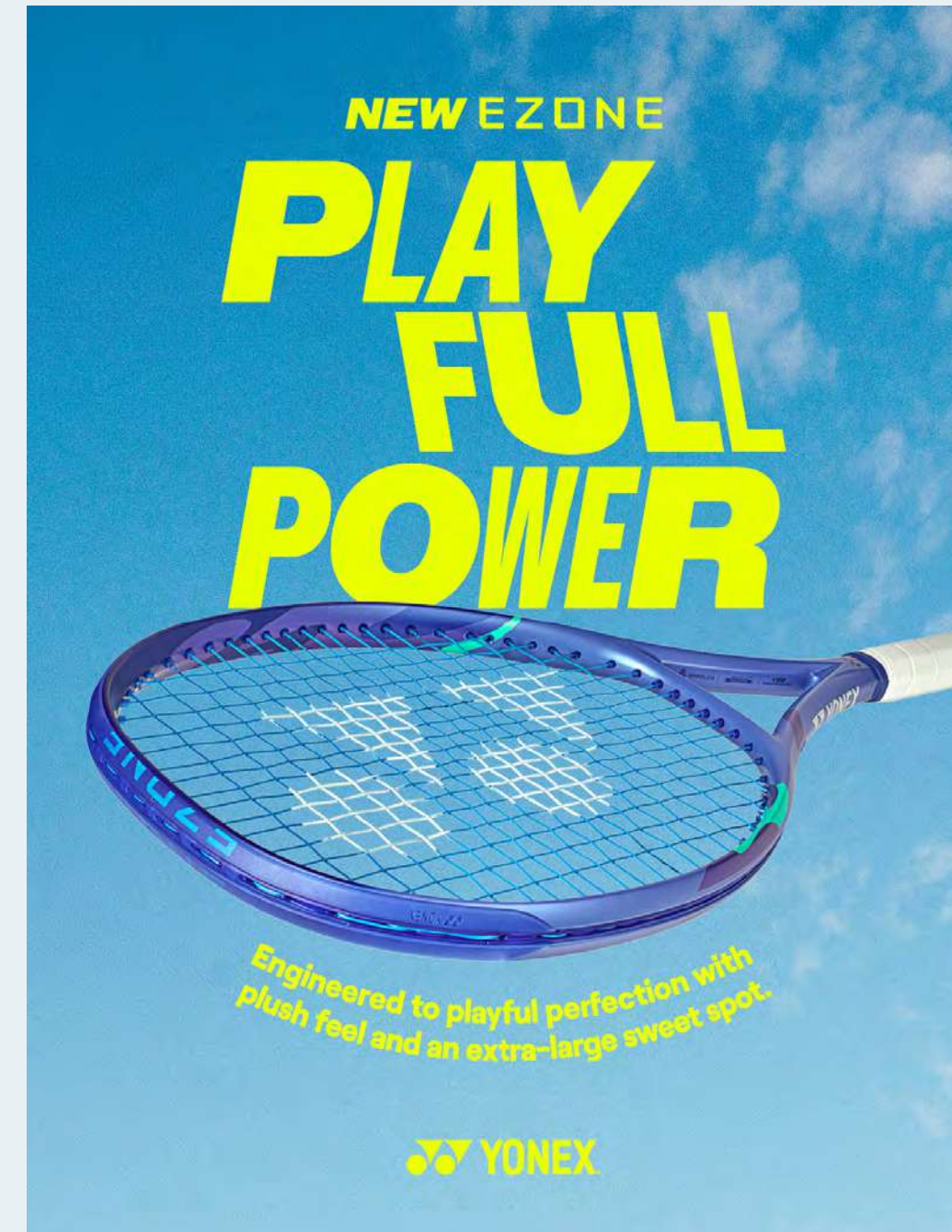


Case 1
EZONE 2025

Tennis fans were starting to feel that tennis racquet designs were conservative and simple.

Can a racquet feel refreshing and rejuvenating?

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Case 2

Beyond What I See

If our customers don't know *who* we are, why not show them?

Innovation can be a truly human process.



〇〇っぽい

your brand here

“Very _____”

Thank you

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Designed by monopo London

