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**The 2014 Sochi Winter Olympic
Games. A 15-year-old
snowboarder soared high
above the snow-covered**

**halfpipe, as elegant as an
acrobat, signaling the arrival
of a new era in extreme
sports. Four years later at
the Pyeongchang Winter**

**Olympic Games, he won his
second straight silver Medal.
And at the 2020 Tokyo Olympic
Games, he represented the
nation in skateboarding, and**

**achieved his goal of
participating in both winter
and summer Olympics. This is
UNIQLO GLOBAL BRAND
AMBASSADOR, Ayumu Hirano. “I**

**know it's not going to be
easy.” “I want to do what no
one else has done.” Choosing
his words thoughtfully, Ayumu
answers questions about the**

**challenges before him. His
straightforward manner and
quiet passion are an
inspiration. Favoring extremely
oversized garments, he does**

**not compromise in the
development of his
snowboarding uniform with
UNIQLO. "The lighter and
roomier it is, the higher I can**

**fly." We have worked to
create the ideal outfit, down
to the very last millimeter.
The goal: To jump higher than
ever before, go beyond**

**borders, and do what no one
has ever done before. That's
our shared language with
Ayumu Hirano.**