

REFERENCE MATERIAL

July 18, 2024

Located in Tokyo's next-generation landmark, "Shibuya Sakura Stage"

KATE unveils first global flagship store

Visitors from around the globe can embark on a multi-sensory journey aimed at embracing individuality

On July 25, 2024, Kao Corporation (President and CEO: Yoshihiro Hasebe) will open the first global flagship store for the international makeup brand KATE in Shibuya, Tokyo. The shop is located at the Shibuya Sakura Stage, which is a next-generation landmark in one of Tokyo's most vibrant commercial districts. This flagship store will embody the KATE brand statement, "NO MORE RULES," and provide a space for customers to express their inner selves, free from preconceived notions. It offers a one-of-a-kind experience that fuses the real and digital worlds. KATE, the top brand in the Japanese makeup market^{*1}, will influence and champion Japanese cosmetics culture from Shibuya, a major trendsetting area in Japan, to strengthen the brand's presence worldwide.

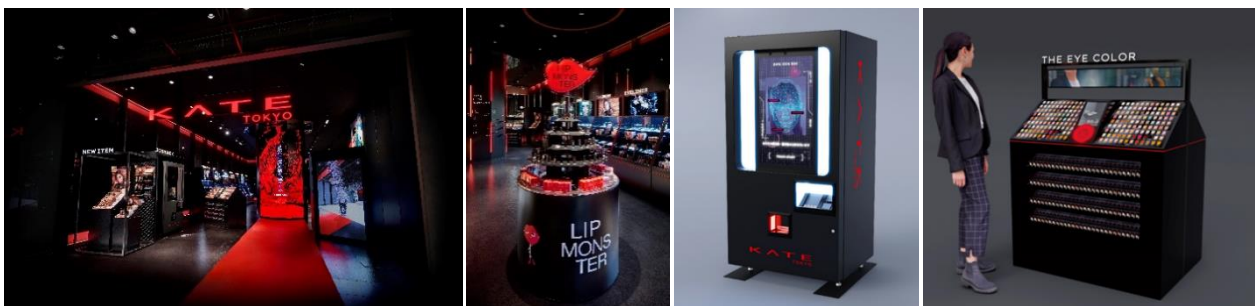
^{*1} Makeup market, accumulated sales from Jan. 2021 to Dec. 2023, according to INTAGE SRI+.



[KATE flagship store official video](#)

A store designed to stimulate the senses and celebrate individuality

The brand's first global flagship store, "KATE TOKYO Shibuya Sakura Stage Store," is located in Shibuya, one of Tokyo's most lively and diverse districts. KATE encourages customers to express



their true selves through the use of makeup, which is reflected in the store's four themes: TREND, SERENDIPITY, OMO (Online merges with offline), and PRODUCTS. The store features a Lip Monster tower, eye color testers with 108 shades, makeup fixtures with integrated virtual advice, and other unique offerings to provide a multi-sensory experience where the real and digital worlds come together.

Become a leading brand in the Asian region by strengthening global promotions

On the occasion of the opening of the KATE TOKYO flagship store, the brand will also make its virtual makeup advice tools and other interactive digital content available on its international websites to connect with customers in the Asian region and beyond.

In the future, the brand will also proactively reach out to KOLs throughout Asia and strengthen its promotion focusing on bestselling products in all categories.

OUTLINE of KATE TOKYO Shibuya Sakura Stage Store

Store Name	KATE TOKYO Shibuya Sakura Stage Store
Location	3F Shibuya Sakura Stage SHIBUYA side, 1-4 Sakuragaoka-cho, Shibuya-ku, Tokyo
Open Date	Thursday, July 25, 2024
Business Hours	10:00 - 21:00

About KATE

KATE is one of the "G11" brands that Kao's cosmetics business is globally focusing on. Since its launch in 1997, KATE has continued to offer makeup proposals that are not bound by trends or times under the brand statement "NO MORE RULES." As one of the strategically important investment brands in Kao's cosmetics portfolio, it has adopted an aggressive marketing strategy to accelerate globalization.

About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

Related Information

Website: [Kanebo KATE \(kate-global.net\)](https://kate-global.net)

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