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KATE, Japan's No.1 Makeup Brand, Launches Strategic Initiatives to Strengthen Business and Brand Recognition Across Asia

Promoting Japanese Makeup Culture Globally and Enhancing Regional Presence

Kao Corporation has identified its international makeup brand *KATE* as a strategic growth driver within its cosmetics portfolio. This initiative aligns with the company's ambition to establish a "Global Sharp Top" business framework. In line with this vision, Kao is making significant investments to amplify *KATE*'s global presence.

As part of this initiative, *KATE* will broaden the reach of its signature "Shadow Enhancing Makeup" philosophy—a technique deeply inspired by Japan's cultural appreciation for shadows and light. In its role as Japan's No.1 makeup brand^{*1}, *KATE* will also collaborate with iconic Japanese cultural content to showcase the richness of both Japanese makeup culture and the broader essence of Japanese heritage on the global stage. To enhance the brand's value, *KATE* will elevate the experience at its global flagship store **KATE TOKYO Shibuya Sakura Stage**, through immersive UX experiences. This strategic move aims to accelerate global growth, particularly across Asia.

Brand Expansion Strategy in Asia

Since its launch in 1997, *KATE* has championed the slogan "NO MORE RULES." empowering individuals to express their personality and confidence through makeup, unbound by trends or convention. Recognized for pioneering the shadow enhancing makeup technique, *KATE* creates striking facial dimension and expression through the interplay of light and shadow.

KATE has established itself as Japan's No.1 makeup brand^{*1} and has played a significant role in evolving Japanese makeup culture. The brand is now expanding its signature makeup technique to consumers across Asia, where makeup culture shares many similarities with Japan, and where eye makeup plays a pivotal role. As a distinguished ambassador of Japanese makeup culture, the brand aims to transcend borders while continuing to inspire individuality and confidence in its consumers.

^{*1} Survey by INTAGE SRI+: Cumulative sales amount in the makeup market from January 2021 to December 2024

June: Collaboration with Popular Anime “JUJUTSU KAISEN Hidden Inventory / Premature Death” *2

Beginning June 2, *KATE* is excited to unveil a limited-edition collaboration with the globally acclaimed comic-turned anime series **JUJUTSU KAISEN**. Known for its commitment to breaking conventions and fostering creative self-expression through meticulously designed products, *KATE* aims to inspire users to unleash their creativity. This collaboration introduces a collection of limited-edition products featuring packaging designs inspired by striking scenes that highlight the intense gaze of the iconic character **Satoru Gojo**. The collection will be available from June 21. Under the campaign slogan “Makeup is the most powerful technique to control your confidence”, the collaboration highlights the transformative potential and creative possibilities of makeup on a global scale. To support the campaign, a dedicated photo spot featuring **Satoru Gojo** will be installed at the brand’s flagship store, **KATE TOKYO Shibuya Sakura Stage**. Additionally, a special microsite will be launched on *KATE*’s official website. The campaign will leverage a comprehensive “OMO (Online Merges with Offline)” strategy, seamlessly integrating social media platforms such as X, Instagram, and TikTok with in-store experiences and campaign video content, maximizing user interaction and engagement.



Limited-Edition JUJUTSU KAISEN Collaboration Product Lineup

Product Name	Variants	Suggested Retail Price
KATE Designing Eyebrow 3D	2 types	JPY 1,100 (incl. tax: JPY1,210)
KATE Super Sharp Liner EX4.0	2 types	JPY 1,300 (incl. tax: JPY 1,430)

For more information, visit the [JUJUTSU KAISEN collaboration microsite](#).



*2 © Gege Akutami / Shueisha, JUJUTSU KAISEN Project

July: “LIGHTS ON SHADOW.” Collaboration with renowned Japanese artists

In July, *KATE* is set to launch a collaboration with renowned Japanese artists popular throughout Asia. Centered on the theme “Shadow Enhancing Makeup Transcends Dimensions”, this campaign illustrates how the expert application of highlights and shadows can evoke stunning beauty that bridges the two- and three-dimensional realms.

In addition to product offerings, including eyeshadow and eyebrow items designed for shading techniques, the campaign will symbolically portray the process of unlocking one’s individuality and gaining confidence through hyper-realistic visual techniques. Local brand ambassadors will be appointed in key Asian markets such as Taiwan and Thailand to amplify the cultural narrative and reach of Japanese makeup artistry.

September: Jointly developed with Universal Studios Japan, a next-generation walkthrough attraction



On September 5, *KATE* will unveil a collaboration with **Universal Studios Japan**, a popular destination for both local and international visitors. Together, they will co-create a new attraction:

“Witches of House 18: Bewitching Mansion of Emotion”, as part of the park’s Halloween Horror Nights event.

This marks the first-ever co-development of an attraction between Universal Studios Japan and an official event partner.

Centered on the theme “Unleash the self hidden inside you”, the experience draws out a wide range of emotions through the guidance of four witches, revealing new dimensions of the self. This collaboration between *KATE* and Universal Studios Japan delivers a one-of-a-kind experience, unlocking extraordinary surprises and creative freedom that empower guests to express their best selves.

KATE will continue to promote Japanese makeup culture throughout Asia by engaging in ongoing media outreach and creating unique consumer experiences. With the goal of becoming Asia’s No.1 makeup brand, Kao is dedicated to enhancing *KATE*’s market presence as part of its broader strategy to build a “Global Sharp Top” cosmetics portfolio.

Related Information

[KATE Official Brand Website](#)

[KATE unveils first global flagship store \(Press release from July 2024\)](#)

[JUJUTSU KAISEN Official TV Anime Website](#)

[Universal Studios Japan Official Website](#)

KATE is the official event partner of Universal Studios Japan.

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About Kao

Kao, a Japan-based manufacturer of personal care and household products, cosmetics, and specialty chemicals creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its brands such as *Attack* laundry detergent, *Bioré* and *Jergens* skin care products, *Laurier* sanitary products, *Curél*, *SENSAI*, and *MOLTON BROWN* cosmetics, and *Oribe* hair care products, Kao is part of the everyday lives of people across Asia, the Americas, Europe, the Middle East, and Africa. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,630 billion yen in annual sales. Kao employs about 32,600 people worldwide and has more than 130 years of history in innovation. As an enterprise that provides products people use on a daily basis, the Kao Group takes responsibility to actively reduce the environmental footprint of its products throughout the product lifecycle. This is laid out in Kao's ESG strategy, the Kirei Lifestyle Plan, which launched in 2019.

Please visit [the Kao Group website](#) for additional information.

Media inquiries should be directed to:

Public Relations

Kao Corporation

corporate_pr@kao.com