

FOR IMMEDIATE RELEASE

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***KATE* Kicks off International Campaign “LIGHTS ON SHADOW.” Set to Music by Vaundy's "Gyakko-replica-"**

**Japan's No. 1 Makeup brand Showcases Shadow Enhancing Makeup Philosophy through
Cross-Dimensional Partnership**

Tokyo, July 10, 2025 — Kao Corporation has launched “LIGHTS ON SHADOW.”, a global campaign for its makeup brand *KATE*. Starting on July 15, 2025, the campaign will roll out across several Asian countries and regions, showcasing the brand's *shadow enhancing makeup* philosophy—a unique approach to makeup inspired by a distinctly Japanese aesthetic.

Set to music by Vaundy—one of Japan's most influential musical artists—the campaign introduces *KATE*'s original virtual character in a striking new photorealistic form.



Background of the Global Campaign

As part of its “Global Sharp Top” strategy, Kao has positioned *KATE* as one of six strategic global growth brands within its cosmetics business, actively investing to expand the brand's international presence.

Since its debut in 1997, *KATE* has challenged conventional beauty norms under the slogan “**NO MORE RULES.**”, empowering individuals to express their personality and confidence through makeup, unbound by trends or convention. The brand pioneered shadow enhancing makeup, drawing inspiration from Japan's appreciation for beauty in shadows. *KATE* has established itself as Japan's No.1^{*1} makeup brand and has played a significant role in evolving Japanese makeup culture.

In June 2025, the brand launched an anime collaboration campaign targeting beauty-conscious consumers across Asia who prioritize eye makeup and are drawn to Japanese beauty aesthetics. With the start of “LIGHTS ON SHADOW.”, *KATE* is taking the next step by blending music and animation into a new form of global cultural storytelling.

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

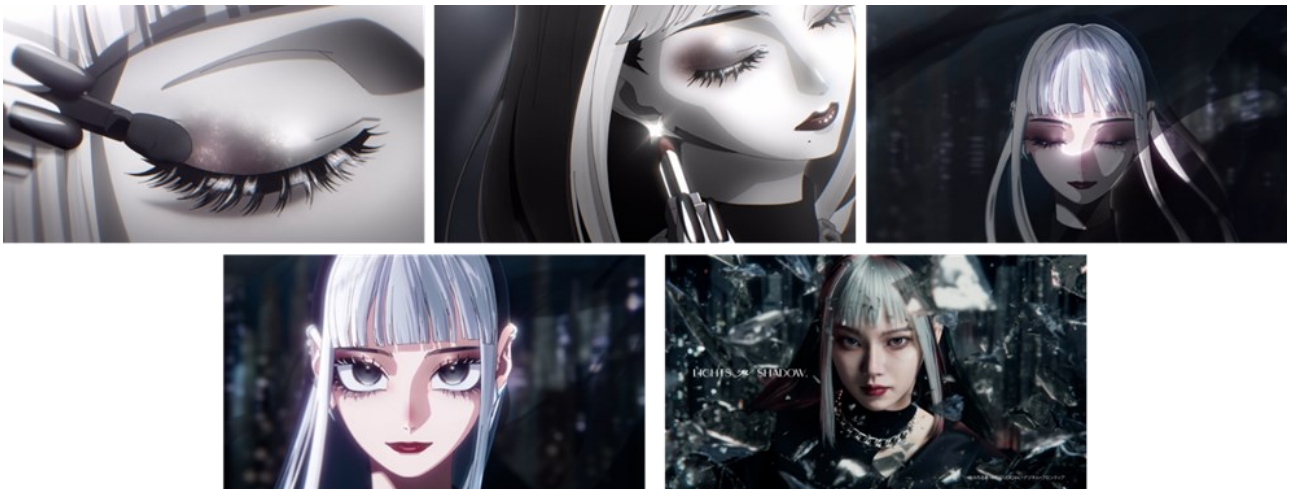
Overview of the “LIGHTS ON SHADOW.” Campaign

Starting July 15, *KATE* will launch a global promotion titled “LIGHTS ON SHADOW.” to showcase the brand’s signature shadow enhancing makeup across multiple Asian markets simultaneously. As part of this campaign, *KATE* has created an original virtual character named “STARE” and released a promotional video featuring STARE, with two popular models from Taiwan, Hong Kong, and other regions in Asia also making appearances as ambassadors in different segments. Set to the soundtrack of “Gyakko-replica-” by the acclaimed Japanese artist Vaundy, the video showcases the concept of shadow enhancing makeup. Themed “LIGHTS ON SHADOW.”, it features striking transitions from anime-style 2D to photorealistic 3D, illustrating how *KATE*’s signature makeup technique empowers individuals to express their true selves and gain confidence through the interplay of shadow and lights.

Through the fusion of sound and animation, *KATE* aspires to go beyond makeup itself, positioning shadow-enhancing makeup as a culturally evolving symbol of Japan with global resonance.









Vaundy, a highly renowned Japanese artist popular in Asia



KATE’s original virtual human character “STARE”

[LIGHTS ON SHADOW. campaign site](#)

Hero Products Representing Shadow Enhancing Makeup

Product Name	Variants	Suggested Retail Price (incl. tax)	
<i>KATE Mellow Brown Eyes</i>	8 types	¥1,320 each	
<i>KATE Designing Eyebrow 3D</i>	8 types (3 online limited colors)	¥1,210 each	
<i>KATE Super Sharp Liner EX4.0</i>	7 shades	¥1,430 each	
<i>KATE Lip Monster Color Toner</i> (New release: July 19)	1 shade	¥1,650	
<i>KATE Lash Burst</i>	2 shades	¥1,540 each	
<i>KATE The Eye Color</i> (New release: July 19)	6 shades (limited edition)	¥550 each	

Related Information

[KATE Official Brand Website](#)

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

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.

About Vaundy

Vaundy is a 25-year-old multi-talented artist who writes, composes, and arranges all of his music. In addition to his work as a musician, he also designs, directs, and self-produces his music videos. Since his debut, he has emerged as one of the defining artists of Japan's streaming era. With 17 songs surpassing 100 million streams, he holds the record as Japan's No. 1 solo artist. His influence is also expanding internationally, as his music continues to resonate with audiences worldwide.

[Vaundy's profile](#)