

FOR IMMEDIATE RELEASE

July 31, 2026

Global Prestige Brand *SENSAI* Makes Its Debut in Thailand and Opens a Flagship Store in Indonesia

Accelerating Global Growth Through Expansion in Asia

Kao Corporation is strengthening its presence in Asia through *SENSAI*, its global prestige skincare brand. *SENSAI* will open its first store in Thailand at CENTRAL Chidlom, a premier luxury department store in Bangkok, on July 31, 2026. *SENSAI* will also open its flagship store in Indonesia at Plaza Indonesia, scheduled to open in mid-August 2026, offering the highest level of hospitality and an exceptional brand experience that embodies *SENSAI*'s distinctive approach to luxury skincare.

SENSAI has established itself as a Japanese luxury brand, particularly in Europe, and is now available in more than 40 countries and regions worldwide. In recent years, the brand has strengthened its presence in Asian markets, which it views as key future growth drivers. It is promoting an “integrated Asian operation” that includes travel retail, and is developing a brand strategy that treats Asia as a single market. With its debut in Thailand and the opening of a flagship store in Indonesia, *SENSAI* will further strengthen its brand foundation and presence across Asia, while accelerating its global growth.



SENSAL store exterior at CENTRAL Chidlom, Thailand



SENSAL flagship store exterior at Plaza Indonesia, Indonesia

Kao has positioned *SENSAL* as one of its Six Focus Brands for driving global growth within its cosmetics business as part of Kao's Global Sharp Top strategy, and will continue to invest strategically in the brand.

***SENSAL* Makes Its Debut in Thailand with a Store at CENTRAL Chidlom**

SENSAL will open its first store in Thailand at CENTRAL Chidlom, one of Thailand's leading luxury department stores, located in Bangkok. By increasing touchpoints with affluent consumers—*SENSAL*'s core customer base—the brand will build on the value it has cultivated in Europe to strengthen its presence in the

Thai market. Through expanded brand awareness and customer engagement, *SENSAI* will drive further growth across Asia.

***SENSAI* Opens a Flagship Store in Indonesia at Plaza Indonesia**

SENSAI has been available in Indonesia since 2025 and will now open a flagship store at Plaza Indonesia, a premier luxury department store in central Jakarta, as its fourth location in Indonesia. Building on the long-established foundation *SENSAI* has cultivated in Europe as a luxury brand, the flagship store will feature a distinctive *SENSAI*-inspired design and offer a facial massage treatment performed entirely by hand. At the conclusion of each treatment session, customers will be offered a cup of Sencha green tea, expressing the spirit of *ichi-go ichi-e*, the Japanese philosophy of treasuring each unique encounter, and conveying gratitude for the shared moment. Through thoughtful consultations and treatments rooted in Japanese aesthetics and the brand's spirit of "living mindfully in grace," customers can experience the world of *SENSAI*.



Plaza Indonesia flagship store interior



Plaza Indonesia flagship store treatment room

Strengthening *SENSAI*'s Foundation in Asia in Line with Kao's Global Sharp Top Strategy

SENSAI launched in Japan in September 2019 and opened a flagship store in Shanghai, China, in October 2023. Through collaboration across its stores, e-commerce and travel retail businesses in China and Japan, the brand has been strengthening its presence in Asia. With its debut in Thailand and the opening of a flagship store in Indonesia, *SENSAI* will further strengthen its brand foundation in Asia. Going forward, *SENSAI* will continue to promote its integrated Asian operations and enhance brand experiences that bring together stores, e-commerce and travel retail, thereby broadening touchpoints with luxury consumers across Asia, expanding its fan base and accelerating its global growth.

Store Overview

Thailand – CENTRAL Chidlom Store

Location: Central Chidlom, 1027, Ploenchit Road, Lumpini, Pathumwan, Bangkok

Business hours: 10:00–22:00

Opening date: July 31, 2026

Indonesia – Flagship Store

Location: Plaza Indonesia, Jl. M.H. Thamrin Kav. 28-30, Jakarta

Business hours: 10:00–22:00

Opening date: Mid-August 2026

Reference: Kao Cosmetics Business: Six Focus Brands for Driving Global Growth



Related Information

[SENSAI brand website](#)

About *SENSAI*

SENSAI is Kao's prestige skincare brand developed by Kanebo Cosmetics. It has maintained a strong presence in the European luxury market since the 1980s and continues to grow as a high-end skincare brand originating in Japan.

SENSAI has pursued the ideal of "living mindfully in grace" since its inception, with *Koishimaru Silk*—a rare and precious silk historically cultivated in Japan—at the core of its brand concept. Committed to excellence in craftsmanship and the values of "Made in Japan," *SENSAI* continues to refine its formulations guided by the sense and science of Japan.

About Kao

Kao, a Japan-based manufacturer of cosmetics, personal care and household products, as well as 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 *Curél*, *SENSAI*, and *MOLTON BROWN* cosmetics, *Bioré* and *Jergens* skin care products, *Oribe* hair care products, *Attack* laundry detergent, and *Laurier* sanitary 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 1,690 billion yen in annual sales. Kao employs about 31,500 people worldwide and has more than 130 years of history in innovation.

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

Media inquiries should be directed to:

Public Relations

Kao Corporation

corporate_pr@kao.com